

5/8/1 (Item 1 from file: 15)  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00792345 94-41737

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Plush endeavors: An analysis of the modern American soft-toy industry**

WORD COUNT: 9470 LENGTH: 34 Pages

Winter 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Toy industry; Retailing; Economics; Trends; Impulse buying

CLASSIFICATION CODES: 8600 (CN=Manufacturing industries not elsewhere  
classified); 1130 (CN=Economic theory); 9190 (CN=United States)

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5/8/2 (Item 2 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00639323 92-54263

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**1992 American Catalog Awards - Apparel Over \$100: Bullock & Jones: A Simple  
Story Well Told** WORD COUNT: 1187 LENGTH: 2 Pages

Sep 1992

COMPANY NAMES:

Bullock & Jones (DUNS:02-506-5012)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Case studies; Awards;

Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

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5/8/3 (Item 3 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00639317 92-54257

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**1992 American Catalog Awards - Gifts Over \$75: Sundance Offers a Taste of  
the Good Life Hammacher Schlemmer Delivers Christmas** WORD COUNT: 2031  
LENGTH: 3 Pages

Sep 1992

COMPANY NAMES:

Sundance Catalog Co

Hammacher Schlemmer

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Awards; Case studies

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

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5/8/4 (Item 4 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00639311 92-54251

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**1992 American Catalog Awards - Apparel Under \$100: J. Crew Builds Rapport  
with Customers Modern and Confident - That's Clifford & Wills**

WORD COUNT: 1940 LENGTH: 3 Pages

Sep 1992

COMPANY NAMES:

J Crew Group Inc

Clifford & Wills

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Awards; Case studies;  
Characteristics; Clothing

CLASSIFICATION CODES: 90 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

5/8/5 (Item 5 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00628542 92-43482

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Journey to Marketing Clubland** WORD COUNT: 9072 LENGTH: 15 Pages  
1992

COMPANY NAMES:

Procter & Gamble Co (DUNS:00-131-6827 TICKER:PG)

American Express Co (DUNS:00-697-9900 TICKER:AXP)

Perkin-Elmer Corp (DUNS:00-118-4480 TICKER:PKN)

Pitney Bowes Inc (DUNS:00-116-1793 TICKER:PBI)

MCB University Press Ltd

GEOGRAPHIC NAMES: US; UK

DESCRIPTORS: Market strategy; Clubs; Manycompanies; Characteristics;  
Effectiveness; Data bases; Market segmentation

CLASSIFICATION CODES: 9190 (CN=United States); 9175 (CN=Western Europe);  
7000 (CN=Marketing)

5/8/6 (Item 6 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00610730 92-25833

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**A Regal Success** WORD COUNT: 1159 LENGTH: 2 Pages

Apr 1992

COMPANY NAMES:

Regal Greetings & Gifts

GEOGRAPHIC NAMES: Canada

DESCRIPTORS: **Greeting card** industry; Case studies; Catalogs;  
Distribution channels; Mailing lists

CLASSIFICATION CODES: 9172 (CN=Canada); 9110 (CN=Company specific); 8690  
(CN=Publishing industry); 7400 (CN=Distribution)

5/8/7 (Item 7 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00573627 91-47977

**Rent Mother Nature Pounds the Pavement** LENGTH: 1 Pages

Sep 1991

COMPANY NAMES:

Rent Mother Nature

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; **Mail order** houses; Catalogs; Direct  
marketing; Industrial advertising; Strategic planning

CLASSIFICATION CODES: 9110 (CN=Company specific); 8303 (CN=Wholesale  
industry); 2310 (CN=Planning); 9190 (CN=United States)

5/8/8 (Item 8 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00570516 91-44867

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Will Your Corporate Santa Tighten His Belt?** WORD COUNT: 1918

LENGTH: 7 Pages

Sep 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Gifts; Customer relations; Christmas; Purchasing; Budgeting; Selection

CLASSIFICATION CODES: 2400 (CN=Public relations); 5120 (CN=Purchasing); 9190 (CN=United States)

5/8/9 (Item 9 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00551336 91-25694

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Shining Spots on the Retail Horizon** WORD COUNT: 673 LENGTH: 1 Pages  
May 13, 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Information systems; Professionals; Retailing industry; Career development planning; Job openings; Hiring

CLASSIFICATION CODES: 5220 (CN=Data processing management); 8390 (CN=Retailing industry); 6200 (CN=Training & development); 9190 (CN=United States)

5/8/10 (Item 10 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00190051 83-01612

Mail - Order **Food Firm Handles Holiday Rush with Part-Time Gear**  
LENGTH: 2 Pages

Dec 13, 1982

DESCRIPTORS: Mail order ; Food; Mail order houses; Case studies; Computers; Order processing

CLASSIFICATION CODES: 9110 (CN=Company specific); 5230 (CN=Computer hardware)

5/8/11 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02680520 Supplier Number: 43576640

**CSS Industries - Company Report**

Jan 11, 1993

PUBLISHER NAME: Investext Group

COMPANY NAMES: \*CSS Industries Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5311000 (Department Stores)

INDUSTRY NAMES: BANK (Banking, Finance and Accounting); BUSN (Any type of business)

NAICS CODES: 45211 (Department Stores)

TICKER SYMBOLS: CSS

SPECIAL FEATURES: LOB; COMPANY

5/8/12 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02659906 Supplier Number: 43544051 (USE FORMAT 7 FOR FULLTEXT)

**Hershey, Mars, Nestle offer cheer**

Dec 28, 1992

Word Count: 653

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: \*Hershey Foods Corp.; M&M/Mars; Nestle S.A.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2065201 (Chocolate Bar Goods)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 31132 (Chocolate and Confectionery Manufacturing from Cacao Beans)  
TICKER SYMBOLS: HSY.  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 52 Advertising Activity; 42 Account Activity; 85 Industry Market Data; 51 Positioning; 57 New Products/Services; 79 Promotion

5/8/13 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02654842 Supplier Number: 43536076 (USE FORMAT 7 FOR FULLTEXT)

**THE BIG PICTURE: Frames continue to grow as the recession lingers**

Dec 21, 1992

Word Count: 3275

PUBLISHER NAME: Fairchild Publications, Inc.

EVENT NAMES: \*650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2499110 (Picture Frames); 5331200 (Discount Stores); 5311000 (Department Stores); 5912000 (Drug Stores); 5411100 (Supermarkets); 5943000 (Stationery & Office Supply Stores)

INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)

NAICS CODES: 339999 (All Other Miscellaneous Manufacturing); 445299 (All Other Specialty Food Stores); 45211 (Department Stores); 44611 (Pharmacies and Drug Stores); 44511 (Supermarkets and Other Grocery (except Convenience) Stores); 45321 (Office Supplies and Stationery Stores)

SPECIAL FEATURES: LOB

ADVERTISING CODES: 85 Industry Market Data; 32 Marketing/Advertising Methods

5/8/14 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01597821 Supplier Number: 41966985

**AT&T promotes credit card in catalog inserts**

April, 1991

PUBLISHER NAME: Cowles-SIMBA Information

COMPANY NAMES: \*American Tel & Tel

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 4810000 (Telecommunication Services ex Broadcast); 6020008 (Bank Credit Cards); 5961000 (Mail Order Houses)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 5133 (Telecommunications); 52211 (Commercial Banking);

45411 (Electronic Shopping and Mail - Order Houses)

SPECIAL FEATURES: LOB; INDUSTRY; COMPANY

ADVERTISING CODES: 52 Advertising Activity; 23 Print Media; 24 Direct Marketing

5/8/15 (Item 5 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01554643 Supplier Number: 41901891 (USE FORMAT 7 FOR FULLTEXT)

**CASE HISTORY: DIRECT MAIL BUSINESS IS 'TASTY' WAY TO GO**

March, 1991

Word Count: 2080

PUBLISHER NAME: Stagnito Publishing

COMPANY NAMES: \*Tastykake Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2051410 (Snack Cakes)

INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition)



NAICS CODES: 311812 (Commercial Bakeries)  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 57 New Products/Services; 32 Marketing/Advertising  
Methods; 24 Direct Marketing

5/8/16 (Item 1 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01890019 SUPPLIER NUMBER: 02835694 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Drug Topics' 35th annual report on consumer spending: holding even in a tough environment.**

July 4, 1983

WORD COUNT: 21137 LINE COUNT: 01683

SPECIAL FEATURES: illustration; table; chart; map  
INDUSTRY CODES/NAMES: DRUG Pharmaceuticals and Cosmetics  
DESCRIPTORS: Infants' supplies--Marketing; Drugs, Nonprescription--Marketing; Hosiery--Marketing; Books--Marketing; Stationery--Marketing; Tobacco--Marketing; Contraceptives--Marketing; Vitamins--Marketing; Carbonated beverages--Marketing; Drugstores--Marketing; Cosmetics--Marketing; Food--Marketing; Toys--Marketing  
SIC CODES: 5912 Drug stores and proprietary stores; 2830 Drugs; 2840 Soap, Cleaners, and Toilet Goods  
FILE SEGMENT: TI File 148

5/8/17 (Item 1 from file: 624)

DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.

0010726

**SANTA BROUGHT A MIXED BAG FOR CHRISTMAS**

January 13, 1986

Word Count: 1,079 \*Full text available in Formats 5, 7 and 9\*

5/8/18 (Item 1 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0125507 LA008

**DISCOVER THE HOLIDAY TASTE TREAT THE CELEBRITIES GIVE -- A TANGY MISS GRACE LEMON CAKE**

DATE: December 1, 1988

WORD COUNT: 431

SECTION HEADING: FOOD

5/8/19 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01987528 Supplier Number: 43560429 (USE FORMAT 7 FOR FULLTEXT)

**Retailing**

Jan 1, 1993

Word Count: 465

PUBLISHER NAME: EPM Communications, Inc.

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

5/8/20 (Item 2 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01651771 Supplier Number: 42584564 (USE FORMAT 7 FOR FULLTEXT)

**Happy Holidays from the FTC**

Dec 9, 1991

Word Count: 137

PUBLISHER NAME: Washington Regulatory Reporting Association

INDUSTRY NAMES: BUSN (Any type of business); GOVT (Government and Law)

**5/8/21 (Item 3 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01057934 Supplier Number: 40596282 (USE FORMAT 7 FOR FULLTEXT)

**HOLIDAY CREDIT CARD CHARGES**

Dec 5, 1988

Word Count: 683

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: BANK (Banking, Finance and Accounting); BUSN (Any type of business)

**5/8/22 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0167427 90-50657

**The Corporate Scorecard**

PUBL DATE: 901000

WORD COUNT: 45,570

DATELINE: NJ, US

COMPANY NAMES: Russ Berrie & Co Inc, Oakland, NJ, US, DUNS:01-158-6153,

SIC:3942;3496;3999, Ticker:RUS

Pentech International Inc, Edison, NJ, US, DUNS:11-627-6312,

SIC:3951, Ticker:PNTK

CLASSIFICATION CODES: 3100 (Capital & debt management)

DESCRIPTORS: Public companies; Corporate rankings; Revenue; Corporate growth; Middle Atlantic

SPECIAL FEATURE: Table

**5/8/23 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0114996 89-38958

**Food by Mail Is Big for Small Businesses**

PUBL DATE: 891107

WORD COUNT: 907

DATELINE: Rochester, MN, US

COMPANY NAMES: Dial-A- Gift Inc, Salt Lake City, UT, US,

SIC:5947;5960;6794,

Gift Express, Pittsburgh, PA, US, SIC:7290;5999

CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)

DESCRIPTORS: Retail stores; Mail order ; Food products; Customer services; Product lines; Market demand; Small business; Midwest

SPECIAL FEATURE: Photo

**5/8/24 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0025648 87-04331

**How Sweet Is It?**

PUBL DATE: 870200

WORD COUNT: 1,992

DATELINE: Archibald, OH, US

COMPANY NAMES: Al-Meda Chocolates, Archibald, OH, US, SIC:2066,

CLASSIFICATION CODES: 8610 (Food processing industry); 2310 (Planning)

DESCRIPTORS: Candy industry; Chocolate; Corporate histories; Corporate strategy; North Central

NAMED PERSONS: Fankhauser, Eric; Rupp, Almeda

SPECIAL FEATURE: Photo

5/8/25 (Item 4 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0023496 87-02179

**Special Delivery**

PUBL DATE: 861100

WORD COUNT: 1,951

DATELINE: Dallas, TX, US

COMPANY NAMES: Horchow Collection, Dallas, TX, US, SIC:5961,

Neiman-Marcus Inc, Dallas, TX, US, SIC:5311,

CLASSIFICATION CODES: 8390 (Retailing industry); 7400 (Distribution)

DESCRIPTORS: Mail order ; Retailing industry; Catalogs; Market strategy;  
Consumer relations

NAMED PERSONS: Sroge, Maxwell; Kauffman, Nancy; Benedict, Connie; Glovsky,  
Charles; Morgan, Pat; Putnam, Mandy

SPECIAL FEATURE: Photo

5/8/26 (Item 5 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0002503 85-02503

**Retail Closeups: Finding a Market Niche**

PUBL DATE: 850429

WORD COUNT: 1,207

DATELINE: Indianapolis, IN, US

COMPANY NAMES: Kaboodle Inc, Indianapolis, IN, US, SIC:5945,

Killybegs Ltd, Indianapolis, IN, US, SIC:5947,

Its A Small World, Indianapolis, IN, US, SIC:5947,

Name Dropper By Personally Liz Inc, Indianapolis, IN, US,  
SIC:5947,

Brookstone, Peterborough, NH, US, SIC:5961,

CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)

DESCRIPTORS: Small business; Entrepreneurs; Retail stores; Product lines

NAMED PERSONS: Mack, Natalie; Cox, Carol; Wood, Teresa; Dietrich, Liz;  
Walker, Bill

SPECIAL FEATURE: Photo

5/8/27 (Item 1 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05359240

**RECOURSE IS AVAILABLE FOR DUD GIFTS IS THERE RECOURSE FOR THOSE WHO GIVE  
AND RECEIVE FAULTY GIFTS? OF COURSE**

MONDAY December 25, 1989

Word Count: 677

5/8/28 (Item 2 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

04099583

**MONEY GIFTS MAKE SOME SMART STOCKING STUFFERS**

THURSDAY December 17, 1987

Word Count: 692

DESCRIPTORS: COMMENTARY; FINANCE; HOLIDAY

5/8/29 (Item 1 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

04555376

**HE'S REALLY GOT THINGS COOKING WITH HIS RECIPE FOR SUCCESS**

SUNDAY August 28, 1981  
Word Count: 1,310

5/8/30 (Item 1 from file: 631)  
DIALOG(R)File 631:(c) 2002 Boston Globe. All rts. reserv.

00653031  
HOLIDAY GIFTS OF GOOD TASTE COME BY MAIL  
MONDAY November 23, 1981  
Word Count: 2,212

5/8/31 (Item 1 from file: 632)  
DIALOG(R)File 632:(c) 2002 Chicago Tribune. All rts. reserv.

01592607  
Armchair shopping; From a Learjet to a programmable door chime, you can buy it from a catalogue  
Chicago Tribune (CT) - WEDNESDAY December 6, 1989  
WEDNESDAY December 6, 1989  
Word Count: 595  
DESCRIPTORS: CONSUMER; PRODUCT; BOOK

5/8/32 (Item 2 from file: 632)  
DIALOG(R)File 632:(c) 2002 Chicago Tribune. All rts. reserv.

01590519  
On personal finance - Mail - order Santas shopping at home  
Chicago Tribune (CT) - THURSDAY November 30, 1989  
THURSDAY November 30, 1989  
Word Count: 729  
DESCRIPTORS: CONSUMER; GUIDELINE

5/8/33 (Item 3 from file: 632)  
DIALOG(R)File 632:(c) 2002 Chicago Tribune. All rts. reserv.

01063668  
THE WISH BOOKS  
PACKAGES OF DREAMS ARE ARRIVING IN CHICAGO MAILBOXES RIGHT NOW, AND HERE'S A HEAD-START GUIDE TO WHAT'S HOT IN THE NEW HOLIDAY CATALOGUES.  
Chicago Tribune (CT) - WEDNESDAY October 2, 1985  
WEDNESDAY October 2, 1985  
Word Count: 1,778  
DESCRIPTORS: BOOK; LIST; REVIEW

5/8/34 (Item 1 from file: 638)  
DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05864038  
ECONOMY CLASS THOSE 'FREE' TRIPS  
Sunday December 23, 1990  
Word Count: 539  
DESCRIPTORS: TRAVEL; INFORMATION

5/8/35 (Item 2 from file: 638)  
DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05763022  
GARDENS SAYING IT WITH ALL KINDS OF FLOWERS  
Saturday September 15, 1990  
Word Count: 623

DESCRIPTORS: GARDEN; COLUMN

5/8/36 (Item 3 from file: 638)  
DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

04785249

PRODUCTS SANTA IN THE MAILBOX  
Thursday October 6, 1988  
Word Count: 2,645

DESCRIPTORS: SHOPPING; MAIL; CATALOG

5/8/37 (Item 1 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

06241090

'TIS THE SEASON FOR ORDERING CARDS  
WEDNESDAY August 28, 1991  
Word Count: 572

DESCRIPTORS: CHRISTMAS; CARDS; MAIL ORDER BUYING

5/8/38 (Item 2 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05544350

IT'S THE SEASON FOR ORDERING HOLIDAY CARDS  
WEDNESDAY September 12, 1990  
Word Count: 809

DESCRIPTORS: CHRISTMAS; CARDS; MAIL ORDER BUYING

5/8/39 (Item 3 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05089379

AN ARRAY OF CARDS FOR THE HOLIDAYS  
WEDNESDAY September 20, 1989  
Word Count: 754

DESCRIPTORS: MAIL ORDER BUYING

5/8/40 (Item 1 from file: 641)  
DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

05565558

THINK GREEN KIDS' GIFTS WITH AN ENVIRONMENTAL THEME ARE CHANGING THE  
ATMOSPHERE THIS CHRISTMAS  
FRIDAY DECEMBER 14, 1990  
Word Count: 1,084

DESCRIPTORS: HOLIDAY ; CHILDREN; ENVIRONMENT

5/8/41 (Item 2 from file: 641)  
DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

05042668

10 UNUSUAL GIFTS FOR CHRISTMAS  
FRIDAY DECEMBER 15, 1989  
Word Count: 671

DESCRIPTORS: LIST; HOLIDAY

5/8/42 (Item 3 from file: 641)  
DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

05038558  
THURSDAY BONUS: THE NO-GLITZ HOLIDAY COMMERCIALLY SPEAKING,  
THANKSGIVING'S A TURKEY  
THURSDAY NOVEMBER 23, 1989  
Word Count: 854

5/8/43 (Item 1 from file: 702)  
DIALOG(R)File 702:(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

02067094  
BUYING BY MAIL, FROM SALMON TO STEAK  
FRI SEP 28 1984  
Word Count: 1,186

5/8/44 (Item 1 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

07354053  
GIFTS THAT MAKE A DIFFERENCE  
MONDAY, December 20, 1993  
Word Count: 1,550

5/8/45 (Item 2 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

07330033  
GIVE A GIFT OF GOOD TASTE  
FRIDAY, November 26, 1993  
Word Count: 1,262

5/8/46 (Item 3 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

07306198  
A MAIL - ORDER CHRISTMAS  
TUESDAY, November 2, 1993  
Word Count: 966

5/8/47 (Item 1 from file: 713)  
DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06357021  
SPORTS COLLECTIBLES LATE GIFT IDEAS TO SATISFY THOSE 'BIG-TICKET' TASTES  
Sunday December 22, 1991  
Word Count: 934

DESCRIPTORS: SPORTS; HOBBIES; ENTERTAINMENT; COSTS

5/8/48 (Item 2 from file: 713)  
DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05088325  
SHOPPING BY THE BOOK IN THE MAIL AND IN THE MALL, HOLIDAY SEASON IS UNDER  
WAY  
FRIDAY November 24, 1989  
Word Count: 908

DESCRIPTORS: PUBLICATIONS; CONSUMER; SALES; HOLIDAYS

5/8/49 (Item 1 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07332158

**GIVE THE GIFT OF EASE AND DISTANCE: SEND A LOVED ONE OFF (ON VACATION)**

**GOING-AWAY PRESENTS**

Sunday November 28, 1993

Word Count: 1,272

5/8/50 (Item 2 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07318053

**A LILY FOR MANY DAYS**

Sunday November 14, 1993

Word Count: 867

5/8/51 (Item 3 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07311211

**UNDER WRAPS**

Sunday November 7, 1993

Word Count: 1,178

5/8/52 (Item 4 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05836090

**A BOUQUET OF GIFTS FOR GARDENERS**

Saturday, December 1, 1990

Word Count: 1,043

5/8/53 (Item 5 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05812251

**CONSIDER THESE POINTS BEFORE SHOPPING BY CATALOG**

Wednesday, November 7, 1990

Word Count: 731

5/8/54 (Item 1 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

07330050

**SAVE YOURSELF IRRITATION, TIME AND MONEY**

THURSDAY November 25, 1993

Word Count: 1,203

DESCRIPTORS: HOW-TO

5/8/55 (Item 2 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

06842044

**A WEALTH OF GREETINGS IS IN THE CARDS**

MONDAY December 7, 1992

Word Count: 1,658

DESCRIPTORS: LEAD; BUSINESS; FINANCE

5/8/56 (Item 3 from file: 735)  
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

06331207  
HOLIDAY CATALOGS 1-800-SHOP  
TUESDAY November 26, 1991  
Word Count: 1,872

DESCRIPTORS: GUIDELINE; LIST

5/8/57 (Item 1 from file: 476)  
DIALOG(R)File 476:(c) 2002 Financial Times Ltd. All rts. reserv.

0001536733 B0CCZBFAC0FT  
How to Spend It: Postal Orders  
Saturday, November 27, 1982  
Word Count: 275

5/8/58 (Item 2 from file: 476)  
DIALOG(R)File 476:(c) 2002 Financial Times Ltd. All rts. reserv.  
0001535873 B0CCYCWAD6FT  
Companies and Markets: UK Company News - Fine Art sees downturn after loss  
at six months  
Thursday, December 2, 1982  
Word Count: 616

5/8/59 (Item 1 from file: 711)  
DIALOG(R)File 711:(c) 2002 Newspaper Publ. PLC. All rts. reserv.  
04824042  
Pick up the hot line to Santa: Vinny Lee goes Christmas shopping without  
leaving home  
Saturday, November 19, 1988  
Word Count: 3,333

5/8/60 (Item 1 from file: 583)  
DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

02212420  
OTTO-VERSAND AND FINE ART DEVELOPMENTS IN JV  
W GERMANY/UK - OTTO-VERSAND AND FINE ART DEVELOPMENTS IN JV  
1 November 1988

PRODUCT: Retail Trade (5200);  
EVENT: COMPANIES ACTIVITIES (10);  
COUNTRY: Germany (4GER); United Kingdom (4UK); OECD Europe (415); European  
Economic Community Countries (419); NATO Countries (420); South East  
Asia Treaty Organisation (913);



7/8/1 (Item 1 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00608241 92-23344

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**The Gatekeepers** WORD COUNT: 2437 LENGTH: 4 Pages

Apr 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Distributors; Wholesalers; Success; Manufacturers; Dealers;  
Customer relations; Factors

CLASSIFICATION CODES: 8600 (CN=Manufacturing industries not elsewhere  
classified); 8303 (CN=Wholesale industry); 2400 (CN=Public relations);  
9190 (CN=United States)

7/8/2 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02822424 Supplier Number: 43793434 (USE FORMAT 7 FOR FULLTEXT)

**PayLess captures new markets with Pay'n Save acquisition**

April 26, 1993

Word Count: 914

PUBLISHER NAME: Lebhar-Friedman, Inc.

COMPANY NAMES: \*Pay Less Drug Stores Inc.

EVENT NAMES: \*830 (Sales, profits & dividends); 650 (Sales & consumption  
); 270 (Retail & services management); 430 (Capital expenditures); 440  
(Facilities & equipment); 360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 5912000 (Drug Stores); 8096210 (Home Health Pharmacies)  
; 3573068 (Retail Trade **Computer** Systems)

INDUSTRY NAMES: BUSN (Any type of business); DRUG (Pharmaceuticals and  
Cosmetics); RETL (Retailing)

NAICS CODES: 44611 (Pharmacies and Drug Stores); 334111 (Electronic  
**Computer** Manufacturing)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 55 Company Planning/Goals

7/8/3 (Item 1 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01890019 SUPPLIER NUMBER: 02835694 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Drug Topics' 35th annual report on consumer spending: holding even in a  
tough environment.**

July 4, 1983

WORD COUNT: 21137 LINE COUNT: 01683

SPECIAL FEATURES: illustration; table; chart; map

INDUSTRY CODES/NAMES: DRUG Pharmaceuticals and Cosmetics

DESCRIPTORS: Infants' supplies--Marketing; Drugs, Nonprescription--  
Marketing; Hosiery--Marketing; Books--Marketing; Stationery--Marketing;  
Tobacco--Marketing; Contraceptives--Marketing; Vitamins--Marketing;  
Carbonated beverages--Marketing; Drugstores--Marketing; Cosmetics--  
Marketing; Food--Marketing; Toys--Marketing

SIC CODES: 5912 Drug stores and proprietary stores; 2830 Drugs; 2840  
Soap, Cleaners, and Toilet Goods

FILE SEGMENT: TI File 148

7/8/4 (Item 2 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01752320 SUPPLIER NUMBER: 02753851 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Promotional campaigns in full swing; character properties expected to  
challenge electronics for top billing. (toy industry licensing)**

May 5, 1983

WORD COUNT: 5052 LINE COUNT: 00404

SPECIAL FEATURES: illustration; photograph  
INDUSTRY CODES/NAMES: RETL Retailing; SPRT Sports, Sporting Goods and Toys  
DESCRIPTORS: Licensing Letter (periodical)--Surveys; Licensing agreements  
--Forecasts; Marketing--Technique; Toy industry--Advertising; Advertising  
campaigns--Planning; Soft toys--Marketing  
SIC CODES: 3944 Games, toys, and children's vehicles; 9651 Regulation  
misc. commercial sectors  
FILE SEGMENT: TI File 148

7/8/5 (Item 1 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208228 SUPPLIER NUMBER: 06145524 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**There are still some original holiday gift ideas left for computer  
lovers.**

Dec 22, 1987

WORD COUNT: 551 LINE COUNT: 00042

SPECIAL FEATURES: illustration; photograph  
DESCRIPTORS: Hobbyists; Computing as a Hobby; Microcomputer; Equipment  
Acquisition; Add-In/On Devices  
FILE SEGMENT: CD File 275

7/8/6 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02006379 Supplier Number: 43616348 (USE FORMAT 7 FOR FULLTEXT)

**More Licenses Recently Granted**

Feb, 1993

Word Count: 650

PUBLISHER NAME: EPM Communications, Inc.

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

7/8/7 (Item 1 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0235508 91-58557

**Office Supply Retailers Grapple With Whirlwind of Industry Change**

PUBL DATE: 910819

WORD COUNT: 930

DATELINE: Washington, DC, US

CLASSIFICATION CODES: 8390 (Retailing industry); 1110 (Economic conditions  
& forecasts); 7000 (Marketing)

DESCRIPTORS: Retailing industry; Office equipment; Prices; Market shares;  
Industrywide conditions; Competition; South Atlantic

SPECIAL FEATURE: Photo

7/8/8 (Item 2 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0047688 88-05177

**Laughing All the Way to the Bank**

PUBL DATE: 880200

WORD COUNT: 2,993

DATELINE: Kansas City, MO, US

COMPANY NAMES: Andrews McMeel & Parker, Kansas City, MO, US,

SIC:Ticker:7351

Universal Press Syndicate, Shawnee Mission, KS, US,

DUNS:05-230-9747, SIC:Ticker:7351

CLASSIFICATION CODES: 690 (Publishing industry); 7000 (Marketing)  
DESCRIPTORS: Publishing industry; Product lines; Market strategy;  
Competition; Midwest  
NAMED PERSONS: Andrews, Kathy; McMeel, John  
SPECIAL FEATURE: Photo

7/8/9 (Item 3 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0044348 88-01821

**Revived Wilton Cooks Up Growth**

PUBL DATE: 871221

WORD COUNT: 797

DATELINE: Chicago, IL, US

COMPANY NAMES: Wilton Enterprises Inc, Chicago, IL, US, SIC:2000;3077,  
Ticker:WLTN

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
7400 (Distribution); 2310 (Planning)

DESCRIPTORS: Service industries; Distributors; Target markets; Corporate  
growth; Losses; North Central

NAMED PERSONS: Naccarato, Vincent

7/8/10 (Item 1 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05625102

**'GREEN' PRODUCTS ARE HARD TO FIND**

SATURDAY May 5, 1990

Word Count: 445

DESCRIPTORS: ENVIRONMENT

7/8/11 (Item 1 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05527604

**FOR HARD-TO-FIND PRODUCTS, CHECK CATALOGS**

TUESDAY April 24, 1990

Word Count: 534

7/8/12 (Item 1 from file: 632)

DIALOG(R)File 632:(c) 2002 Chicago Tribune. All rts. reserv.

01598122

**Ready, set, SHOP!; Here's the annual round-up of post-Christmas sales and  
bargains.**

Chicago Tribune (CT) - WEDNESDAY December 27, 1989

WEDNESDAY December 27, 1989

Word Count: 1,740

DESCRIPTORS: BUSINESS; CONSUMER; PRODUCT; LIST; SALE

7/8/13 (Item 2 from file: 632)

DIALOG(R)File 632:(c) 2002 Chicago Tribune. All rts. reserv.

01502336

**Material world - CHEAP thrills; A colossal roundup of great sales; and  
bargains in and around Chicago**

- January 11, 1989

January 11, 1989

Word Count: 3,114

DESCRIPTORS: FASHION; PRODUCT; LIST; SALE

7/8/14 (Item 1 from file: 638)  
DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05861186  
**ECO-SENSITIVE GIFT WRAPS REUSABLE WRAPS**  
Thursday December 20, 1990  
Word Count: 827

DESCRIPTORS: CHRISTMAS; WASTE; RECYCLING; PAPER; ENVIRONMENT; CONSERVATION

7/8/15 (Item 2 from file: 638)  
DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05825053  
**SALES AND SERVICES**  
Thursday November 15, 1990  
Word Count: 406

DESCRIPTORS: COLUMN

7/8/16 (Item 1 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05522495  
**THE GREENING OF MAIL-ORDER**  
SUNDAY May 6, 1990  
Word Count: 528

DESCRIPTORS: ENVIRONMENT; MAIL ORDER BUYING

7/8/17 (Item 2 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05056013  
**A ONE-STOP WRAPPING, PACKING, SHIPPING STARTUP**  
FRIDAY August 25, 1989  
Word Count: 868

DESCRIPTORS: BUSINESS; BIOGRAPHY; PACKAGING; SHIPPING; SF; BAY AREA; BRYAN DORFLER; BOXWORKS; ELLIOTT DORFLER; JIM BRENNAN

7/8/18 (Item 3 from file: 640)  
DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05049704  
**AN ABUNDANCE OF RECYCLED PAPER**  
WEDNESDAY July 19, 1989  
Word Count: 322

DESCRIPTORS: MAIL ORDER BUYING; PAPER; RECYCLING

7/8/19 (Item 1 from file: 713)  
DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05613085  
**EARTH WORKS SIMPLE WAYS TO SAVE THE EARTH MAIL-ORDER CATALOGS OFFER A WIDE VARIETY OF EARTH-POSITIVE PRODUCTS**  
SUNDAY April 22, 1990  
Word Count: 528

DESCRIPTORS: PUBLICATIONS; ENVIRONMENT; SAFETY; LISTS; HORTICULTURE

7/8/20 (Item 2 from file: 713)

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05030723

**DISILLUSIONED WITH CHARITY**

TUESDAY May 9, 1989

Word Count: 638

DESCRIPTORS: PUBLIC; AID

7/8/21 (Item 1 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

05573301

**MAY ALL YOUR CHRISTMASES BE GREEN**

SUNDAY December 2, 1990

Word Count: 1,514

DESCRIPTORS: ENVIRONMENT; LIST

Set	Items	Description
S1	450	(MAIL(W)ORDER) AND (GIFT) AND (CARD) AND (PD<=19940506)
S2	144	S1 AND (GIFT(S)CARD)
S3	135	RD (unique items)

?t s3/free/1-50

**3/8/1 (Item 1 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00792345 94-41737

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Plush endeavors: An analysis of the modern American soft-toy industry**  
WORD COUNT: 9470 LENGTH: 34 Pages  
Winter 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Toy industry; Retailing; Economics; Trends; Impulse buying  
CLASSIFICATION CODES: 8600 (CN=Manufacturing industries not elsewhere  
classified); 1130 (CN=Economic theory); 9190 (CN=United States)

**3/8/2 (Item 2 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00728793 93-78014

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Mail Order Bears** WORD COUNT: 1093 LENGTH: 2 Pages  
Oct 1992  
COMPANY NAMES:  
Vermont Teddy Bear Co (DUNS:10-128-9510)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Small business; Entrepreneurs; Startups; Toy industry; **Mail  
order**; Direct marketing; Radio advertising; Customer relations; Case  
studies  
CLASSIFICATION CODES: 9190 (CN=United States); 9520 (CN=Small business);  
9110 (CN=Company specific); 8600 (CN=Manufacturing industries not  
elsewhere classified); 7400 (CN=Distribution); 2400 (CN=Public  
relations)

**3/8/3 (Item 3 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00728021 93-77242

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**PC System Sets New Standard** WORD COUNT: 1343 LENGTH: 3 Pages  
Aug 1992  
COMPANY NAMES:  
CAM Systems Inc  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Software reviews; Functions; Catalogs; Data base management  
systems; Customer services; Inventory management; **Mail order** houses  
CLASSIFICATION CODES: 9120 (CN=Product specific); 5240 (CN=Software &  
systems); 9190 (CN=United States); 8303 (CN=Wholesale industry); 2400  
(CN=Public relations); 5330 (CN=Inventory management)

**3/8/4 (Item 4 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00726798 93-76019

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Management Software Update (Part 2)** WORD COUNT: 2547 LENGTH: 4 Pages  
Jun 1992  
COMPANY NAMES:  
Peppler & Associates Inc

Target Information Systems Inc  
Creative Computer Solutions Inc  
CompuSystems Inc  
Sigma-Micro Corp  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; **Mail order** houses; Software packages;  
Manyproducts; Manycompanies; Functions; Applications  
CLASSIFICATION CODES: 9190 (CN=United States); 8303 (CN=Wholesale industry)  
; 5240 (CN=Software & systems)

**3/8/5 (Item 5 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00725041 93-74262

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Ultimate Flexibility - At a Price** WORD COUNT: 1345 LENGTH: 3 Pages  
Apr 1992  
COMPANY NAMES:  
Axiom Corp (DUNS:05-196-4047 TICKER:ACXM)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; **Mail order** houses; Software reviews; Relational  
data bases; Information systems; Functions; Fulfillment  
CLASSIFICATION CODES: 9190 (CN=United States); 9120 (CN=Product specific);  
8303 (CN=Wholesale industry); 5240 (CN=Software & systems)

**3/8/6 (Item 6 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00648782 92-63722

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Loyalty Has Its Rewards** WORD COUNT: 1648 LENGTH: 3 Pages  
Nov 1992  
COMPANY NAMES:  
Right Start Inc  
Camping World (DUNS:05-001-2582)  
SportClub  
Damark International Inc (DUNS:14-758-6648)  
Sharper Image (DUNS:05-461-2601 TICKER:SHRP)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; **Mail order** houses; Manycompanies; Brand loyalty;  
Market strategy  
CLASSIFICATION CODES: 9190 (CN=United States); 8303 (CN=Wholesale industry)  
; 7000 (CN=Marketing)

**3/8/7 (Item 7 from file: 15)**  
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00639332 92-54272

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**1992 American Catalog Awards - Food: The Judges Say, "Bravo, Balducci's!"**  
WORD COUNT: 1218 LENGTH: 2 Pages  
Sep 1992  
COMPANY NAMES:  
Balduccis Inc  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; **Mail order** houses; Food products; Awards; Case  
studies; Characteristics  
CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

3/8/8 (Item 8 from file: 15)  
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00639323 92-54263

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

1992 American Catalog Awards - Apparel Over \$100: Bullock & Jones: A Simple  
Story Well Told WORD COUNT: 1187 LENGTH: 2 Pages

Sep 1992

COMPANY NAMES:

Bullock & Jones (DUNS:02-506-5012)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Case studies; Awards;  
Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

3/8/9 (Item 9 from file: 15)  
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00639317 92-54257

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

1992 American Catalog Awards - Gifts Over \$75: Sundance Offers a Taste of  
the Good Life Hammacher Schlemmer Delivers Christmas WORD COUNT: 2031

LENGTH: 3 Pages

Sep 1992

COMPANY NAMES:

Sundance Catalog Co

Hammacher Schlemmer

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Awards; Case studies

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

3/8/10 (Item 10 from file: 15)  
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00639311 92-54251

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

1992 American Catalog Awards - Apparel Under \$100: J. Crew Builds Rapport  
with Customers Modern and Confident - That's Clifford & Wills

WORD COUNT: 1940 LENGTH: 3 Pages

Sep 1992

COMPANY NAMES:

J Crew Group Inc

Clifford & Wills

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Awards; Case studies;  
Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);  
8303 (CN=Wholesale industry)

3/8/11 (Item 11 from file: 15)  
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00632101 92-47041

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

Mass Appeal WORD COUNT: 950 LENGTH: 2 Pages

Aug 1992

COMPANY NAMES:

Sears Roebuck & Co (DUNS:00-162-9955 TICKER:S)

J C Penney Co Inc (DUNS:00-698-8893 TICKER:JCP)

Harry & David (DUNS:00-790-8429)



American Airlines Inc (DUNS:00-697-9801)  
American Express Co (DUNS:00-697-9900 TICKER:AXP)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Incentives; Awards; Certificates; Advantages; Manycompanies  
CLASSIFICATION CODES: 9190 (CN=United States); 2500 (CN=Organizational  
behavior)

**3/8/12 (Item 12 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00629438 92-44378

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**The Success of Service Merchandise** WORD COUNT: 2928 LENGTH: 4 Pages  
Aug 1992

COMPANY NAMES:

Service Merchandise Co (DUNS:05-525-3496 TICKER:SME)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct marketing; Case studies; Customer relations; Retail  
stores; Mailing lists  
CLASSIFICATION CODES: 9190 (CN=United States); 7400 (CN=Distribution); 9110  
(CN=Company specific); 2400 (CN=Public relations); 8390 (CN=Retailing  
industry)

**3/8/13 (Item 13 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00628542 92-43482

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Journey to Marketing Clubland** WORD COUNT: 9072 LENGTH: 15 Pages  
1992

COMPANY NAMES:

Procter & Gamble Co (DUNS:00-131-6827 TICKER:PG)

American Express Co (DUNS:00-697-9900 TICKER:AXP)

Perkin-Elmer Corp (DUNS:00-118-4480 TICKER:PKN)

Pitney Bowes Inc (DUNS:00-116-1793 TICKER:PBI)

MCB University Press Ltd

GEOGRAPHIC NAMES: US; UK

DESCRIPTORS: Market strategy; Clubs; Manycompanies; Characteristics;  
Effectiveness; Data bases; Market segmentation  
CLASSIFICATION CODES: 9190 (CN=United States); 9175 (CN=Western Europe);  
7000 (CN=Marketing)

**3/8/14 (Item 14 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00610730 92-25833

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**A Regal Success** WORD COUNT: 1159 LENGTH: 2 Pages  
Apr 1992

COMPANY NAMES:

Regal Greetings & Gifts

GEOGRAPHIC NAMES: Canada

DESCRIPTORS: Greeting card industry; Case studies; Catalogs; Distribution  
channels; Mailing lists  
CLASSIFICATION CODES: 9172 (CN=Canada); 9110 (CN=Company specific); 8690  
(CN=Publishing industry); 7400 (CN=Distribution)

**3/8/15 (Item 15 from file: 15)**  
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00576742 91-51089

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Added Value: Relationship Marketing Is One Way for Retailers to Build Loyalty** WORD COUNT: 1568 LENGTH: 2 Pages

Oct 1991

COMPANY NAMES:

Walden Book Co Inc (DUNS:03-999-6921)

Brooks Brothers

Neiman-Marcus Co

GEOGRAPHIC NAMES: US

DESCRIPTORS: Customer relations; Market strategy; Credit cards; Sales promotions; Success; Manycompanies; Retail stores

CLASSIFICATION CODES: 8390 (CN=Retailing industry); 3200 (CN=Credit management); 7000 (CN=Marketing); 9190 (CN=United States)

**3/8/16 (Item 16 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00573627 91-47977

**Rent Mother Nature Pounds the Pavement** LENGTH: 1 Pages

Sep 1991

COMPANY NAMES:

Rent Mother Nature

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; Mail order houses; Catalogs; Direct marketing; Industrial advertising; Strategic planning

CLASSIFICATION CODES: 9110 (CN=Company specific); 8303 (CN=Wholesale industry); 2310 (CN=Planning); 9190 (CN=United States)

**3/8/17 (Item 17 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00570516 91-44867

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Will Your Corporate Santa Tighten His Belt?** WORD COUNT: 1918  
LENGTH: 7 Pages

Sep 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Gifts; Customer relations; Christmas; Purchasing; Budgeting; Selection

CLASSIFICATION CODES: 2400 (CN=Public relations); 5120 (CN=Purchasing); 9190 (CN=United States)

**3/8/18 (Item 18 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00565519 91-39873

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Kiosks: Automated Wonder or Lead Balloon?** WORD COUNT: 2229 LENGTH: 4  
Pages

Aug 1991

COMPANY NAMES:

Northwestern National Life Insurance (DUNS:00-696-2468)

Coldwell Banker & Co (DUNS:00-963-2183)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Interactive; Multimedia; Kiosks; Marketing management; Sales promotions; Manycompanies; Success

CLASSIFICATION CODES: 7200 (CN=Advertising); 9190 (CN=United States)

**3/8/19 (Item 19 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00551336 91-25694

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Shining Spots on the Retail Horizon** WORD COUNT: 673 LENGTH: 1 Pages

May 13, 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Information systems; Professionals; Retailing industry; Career development planning; Job openings; Hiring

CLASSIFICATION CODES: 5220 (CN=Data processing management); 8390 (CN=Retailing industry); 6200 (CN=Training & development); 9190 (CN=United States)

3/8/20 (Item 20 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00545761 91-20106

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Merchandise: Freedom to Choose** WORD COUNT: 2179 LENGTH: 4 Pages

Apr 1991

COMPANY NAMES:

Grumman Corp (DUNS:04-834-1275 TICKER:GQ)

IDS Financial Services Inc (DUNS:07-027-1846)

American Express Co (DUNS:00-697-9900 TICKER:AXP)

AT&T Co (DUNS:00-698-0080 TICKER:T)

Sears Roebuck & Co (DUNS:00-162-9955 TICKER:S)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Incentives; Flexibility; Gifts; Certificates; Effectiveness; Many companies

CLASSIFICATION CODES: 9190 (CN=United States); 2500 (CN=Organizational behavior)

3/8/21 (Item 21 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00337841 86-38255

**Gifts Mail Order Marketing: The Eleven Degrees of Freedom** LENGTH: 3

Pages

Oct 1986

DESCRIPTORS: Market strategy; Gifts; Mail order advertising; Techniques

CLASSIFICATION CODES: 7200 (CN=Advertising)

3/8/22 (Item 22 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00190051 83-01612

**Mail - Order Food Firm Handles Holiday Rush with Part-Time Gear**

LENGTH: 2 Pages

Dec 13, 1982

DESCRIPTORS: Mail order; Food; Mail order houses; Case studies; Computers; Order processing

CLASSIFICATION CODES: 9110 (CN=Company specific); 5230 (CN=Computer hardware)

3/8/23 (Item 23 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00160179 82-01740

**Figi Surmounts Season Peak with Help From Computer** LENGTH: 2 Pages

Dec 1981

DESCRIPTORS: Case studies; **Mail order** houses; Seasonal; Order processing; Data processing; Computers  
CLASSIFICATION CODES: 9110 (CN=Company specific); 7400 (CN=Distribution); 5100 (CN=Facilities management); 5200 (CN=Communications & information management)

**3/8/24 (Item 24 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00077299 78-11630

**Swiss Colony's Computer Adds Efficiency To MO Operations**

July 1978

DESCRIPTORS: Direct marketing; Food products; Data processing; **Mail order**; **Mail order** houses; Online; Customer services; Order processing; Improvements  
CLASSIFICATION CODES: 7400 (CN=Distribution); 8610 (CN=Food processing industry); 5200 (CN=Communications & information management); 2400 (CN=Public relations); 5100 (CN=Facilities management)

**3/8/25 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03166906 Supplier Number: 44327442 (USE FORMAT 7 FOR FULLTEXT)

**Convenience and discount stores brighten Japan's retail picture**

Jan, 1994

Word Count: 1231

PUBLISHER NAME: IBC USA

COMPANY NAMES: \*Matsushita; Seibu-Saison Group

EVENT NAMES: \*240 (Marketing procedures); 600 (Market information - general)

GEOGRAPHIC NAMES: \*9JAPA (Japan)

PRODUCT NAMES: \*3601000 (Electronics); 5812000 (Eating Places)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 3359 (Other Electrical Equipment and Component Manufacturing); 722 (Food Services and Drinking Places)

SPECIAL FEATURES: LOB; COMPANY

**3/8/26 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02680520 Supplier Number: 43576640

**CSS Industries - Company Report**

Jan 11, 1993

PUBLISHER NAME: Investext Group

COMPANY NAMES: \*CSS Industries Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5311000 (Department Stores)

INDUSTRY NAMES: BANK (Banking, Finance and Accounting); BUSN (Any type of business)

NAICS CODES: 45211 (Department Stores)

TICKER SYMBOLS: CSS

SPECIAL FEATURES: LOB; COMPANY

**3/8/27 (Item 3 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02659906 Supplier Number: 43544051 (USE FORMAT 7 FOR FULLTEXT)

**Hershey, Mars, Nestle offer cheer**

Dec 28, 1992

Word Count: 653

PUBLISHER NAME: Crain Communications, Inc.  
COMPANY NAMES: \*Hershey Foods Corp.; M&M/Mars; Nestle S.A.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2065201 (Chocolate Bar Goods)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 31132 (Chocolate and Confectionery Manufacturing from Cacao  
Beans)  
TICKER SYMBOLS: HSY  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 52 Advertising Activity; 42 Account Activity; 85  
Industry Market Data; 51 Positioning; 57 New Products/Services; 79  
Promotion

3/8/28 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02654842 Supplier Number: 43536076 (USE FORMAT 7 FOR FULLTEXT)  
**THE BIG PICTURE: Frames continue to grow as the recession lingers**  
Dec 21, 1992  
Word Count: 3275  
PUBLISHER NAME: Fairchild Publications, Inc.  
EVENT NAMES: \*650 (Sales & consumption)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2499110 (Picture Frames); 5331200 (Discount Stores);  
5311000 (Department Stores); 5912000 (Drug Stores); 5411100  
(Supermarkets); 5943000 (Stationery & Office Supply Stores)  
INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)  
NAICS CODES: 339999 (All Other Miscellaneous Manufacturing); 445299 (All  
Other Specialty Food Stores); 45211 (Department Stores); 44611 (Pharmacies and Drug Stores); 44511 (Supermarkets and Other Grocery  
(except Convenience) Stores); 45321 (Office Supplies and Stationery  
Stores)  
SPECIAL FEATURES: LOB  
ADVERTISING CODES: 85 Industry Market Data; 32 Marketing/Advertising  
Methods

3/8/29 (Item 5 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02609061 Supplier Number: 43467714 (USE FORMAT 7 FOR FULLTEXT)  
**Evanston sports publisher wins in scrappy magazine brawls**  
Nov 22, 1992  
Word Count: 1213  
PUBLISHER NAME: Crain Communications, Inc.  
COMPANY NAMES: \*Century Publishing Co.  
EVENT NAMES: \*850 (Financial analysis)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2721500 (General & Consumer Periodicals)  
INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)  
NAICS CODES: 51112 (Periodical Publishers)  
SPECIAL FEATURES: COMPANY

3/8/30 (Item 6 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02371452 Supplier Number: 43114041 (USE FORMAT 7 FOR FULLTEXT)  
**Abdallah defines 'delicious' with chocolates**  
July, 1992  
Word Count: 1280  
PUBLISHER NAME: Stagnito Publishing  
COMPANY NAMES: \*Abdallah Candies  
EVENT NAMES: \*600 (Market information - general)  
GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2065000 (Confectionery Products)  
INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition)  
NAICS CODES: 31132 (Chocolate and Confectionery Manufacturing from Cacao Beans)  
SPECIAL FEATURES: LOB; COMPANY

3/8/31 (Item 7 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02283952 Supplier Number: 42986008 (USE FORMAT 7 FOR FULLTEXT)

**NOT SO SECRET SERVICE**

May 11, 1992

Word Count: 1513

PUBLISHER NAME: Fairchild Publications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5941000 (Sporting Goods, Bicycle Stores); 9914411 (Market Research-Data)

INDUSTRY NAMES: BUSN (Any type of business); SPRT (Sports, Sporting Goods and Toys)

NAICS CODES: 45111 (Sporting Goods Stores)

SPECIAL FEATURES: LOB

ADVERTISING CODES: 34 Research Findings

3/8/32 (Item 8 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01597821 Supplier Number: 41966985

**AT&T promotes credit card in catalog inserts**

April, 1991

PUBLISHER NAME: Cowles-SIMBA Information

COMPANY NAMES: \*American Tel & Tel

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 4810000 (Telecommunication Services ex Broadcast); 6020008 (Bank Credit Cards); 5961000 (Mail Order Houses)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 5133 (Telecommunications); 52211 (Commercial Banking);

45411 (Electronic Shopping and Mail - Order Houses)

SPECIAL FEATURES: LOB; INDUSTRY; COMPANY

ADVERTISING CODES: 52 Advertising Activity; 23 Print Media; 24 Direct Marketing

3/8/33 (Item 9 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01554643 Supplier Number: 41901891 (USE FORMAT 7 FOR FULLTEXT)

**CASE HISTORY: DIRECT MAIL BUSINESS IS 'TASTY' WAY TO GO**

March, 1991

Word Count: 2080

PUBLISHER NAME: Stagnito Publishing

COMPANY NAMES: \*Tastykake Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2051410 (Snack Cakes)

INDUSTRY NAMES: BUSN (Any type of business); FOOD (Food, Beverages and Nutrition)

NAICS CODES: 311812 (Commercial Bakeries)

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 57 New Products/Services; 32 Marketing/Advertising Methods; 24 Direct Marketing

3/8/34 (Item 10 from file: 16)  
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01533606 Supplier Number: 41871290 (USE FORMAT 7 FOR FULLTEXT)  
**Market Wise**  
Feb 18, 1991  
Word Count: 742  
PUBLISHER NAME: BPI Communications, Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2721000 (Periodicals)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 51112 (Periodical Publishers)  
SPECIAL FEATURES: LOB  
ADVERTISING CODES: 79 Promotion; 81 Demographics

3/8/35 (Item 11 from file: 16)  
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01463727 Supplier Number: 41766810  
Mail Order 's American Dream  
Jan, 1991  
PUBLISHER NAME: Hoke Communications, Inc.  
COMPANY NAMES: \*Assoc Mail Marketers  
EVENT NAMES: \*330 (Product information); 360 (Services information)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 2741100 (Catalogs & Directories); 5961000 (Mail  
Order Houses)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 511199 (All Other Publishers); 45411 (Electronic Shopping  
and Mail - Order Houses)  
SPECIAL FEATURES: illustration; photograph  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING AGENCY: Assoc Mail Marketers  
ADVERTISING CODES: 23 Print Media; 24 Direct Marketing; 46 New Agency  
Services; 79 Promotion

3/8/36 (Item 1 from file: 148)  
DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01897850 SUPPLIER NUMBER: 02849354 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Fox-Stanley nears acquisition of all Technicolor mini-labs.**  
July 19, 1983  
WORD COUNT: 439 LINE COUNT: 00034

COMPANY NAMES: Technicolor Inc.--Finance; Fox-Stanley Photo Products Inc.  
--Acquisitions, mergers, divestments  
INDUSTRY CODES/NAMES: BUS Business, General  
DESCRIPTORS: Photographic industry--Acquisitions, mergers, divestments  
SIC CODES: 3861 Photographic equipment and supplies  
TICKER SYMBOLS: FSP; TK  
FILE SEGMENT: NW File 649

3/8/37 (Item 2 from file: 148)  
DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01890019 SUPPLIER NUMBER: 02835694 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Drug Topics' 35th annual report on consumer spending: holding even in a  
tough environment.**  
July 4, 1983  
WORD COUNT: 21137 LINE COUNT: 01683

SPECIAL FEATURES: illustration; table; chart; map

INDUSTRY CODES/NAMES: DRUG Pharmaceuticals and Cosmetics  
DESCRIPTORS: Infants' supplies--Marketing; Drugs, Nonprescription--  
Marketing; Hosiery--Marketing; Books--Marketing; Stationery--Marketing;  
Tobacco--Marketing; Contraceptives--Marketing; Vitamins--Marketing;  
Carbonated beverages--Marketing; Drugstores--Marketing; Cosmetics--  
Marketing; Food--Marketing; Toys--Marketing  
SIC CODES: 5912 Drug stores and proprietary stores; 2830 Drugs; 2840  
Soap, Cleaners, and Toilet Goods  
FILE SEGMENT: TI File 148

3/8/38 (Item 3 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01766859 SUPPLIER NUMBER: 02794084 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Fox-Stanley Photo Products reports record sales for fiscal year.**

June 6, 1983

WORD COUNT: 392 LINE COUNT: 00043

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Fox-Stanley Photo Products Inc.--Finance; Photo-Graphics  
Inc.--Acquisitions, mergers, divestments

INDUSTRY CODES/NAMES: BUS Business, General

DESCRIPTORS: Photographic industry--Finance

NAMED PERSONS: Newton, Carl D., III--Management

SIC CODES: 3861 Photographic equipment and supplies

TICKER SYMBOLS: FSP

FILE SEGMENT: NW File 649

3/8/39 (Item 1 from file: 634)

DIALOG(R)File 634:(c) 2002 San Jose Mercury News. All rts. reserv.

05830005

**COMPLETE SYSTEM STARTS AT \$1,000**

Sunday, November 25, 1990

Word Count: 445

DESCRIPTORS: MICROCOMPUTER; COST

3/8/40 (Item 2 from file: 634)

DIALOG(R)File 634:(c) 2002 San Jose Mercury News. All rts. reserv.

04552671

**SHOPPERS DIAL EASY BUYING WITH 800 DIRECTORY**

Sunday, July 3, 1988

Word Count: 864

DESCRIPTORS: TELEPHONE; SALE; BUSINESS

3/8/41 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0233502 BW021

**STRATAMERICA: StratAmerica announces first franchise sale for its "Field of  
Dreams(tm)" sport card and sports personality gift store;  
California approves franchise sales**

July 10, 1991

Byline: Business Editors

Word Count: 430

3/8/42 (Item 2 from file: 810)



DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0222655 BW020

**STRATAMERICA: StratAmerica announces national franchise plan for "Field of Dreams (tm)" baseball card and sports personality gift store**

April 18, 1991

Byline: Business Editors

Word Count: 333

**3/8/43 (Item 1 from file: 624)**

DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.

0010726

**SANTA BROUGHT A MIXED BAG FOR CHRISTMAS**

January 13, 1986

Word Count: 1,079 \*Full text available in Formats 5, 7 and 9\*

**3/8/44 (Item 1 from file: 813)**

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0125507

LA008

**DISCOVER THE HOLIDAY TASTE TREAT THE CELEBRITIES GIVE -- A TANGY MISS GRACE LEMON CAKE**

DATE: December 1, 1988

WORD COUNT: 431

SECTION HEADING: FOOD

**3/8/45 (Item 2 from file: 813)**

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0122364

NYFNS5

**NEWSLETTER ON STRESS-FREE LIVING BORROWS HIT SONG'S TITLE**

DATE: November 17, 1988

WORD COUNT: 252

SECTION HEADING: HEALTH; LIFESTYLE; MEDICAL

**3/8/46 (Item 1 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01987528 Supplier Number: 43560429 (USE FORMAT 7 FOR FULLTEXT)

**Retailing**

Jan 1, 1993

Word Count: 465

PUBLISHER NAME: EPM Communications, Inc.

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

**3/8/47 (Item 2 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01917329 Supplier Number: 43354835 (USE FORMAT 7 FOR FULLTEXT)

**MYNY**

Oct 5, 1992

Word Count: 114

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); ARTS (Arts and Entertainment); BUSN (Any type of business)

3/8/48 (Item 3 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01651771 Supplier Number: 42584564 (USE FORMAT 7 FOR FULLTEXT)

**Happy Holidays from the FTC**

Dec 9, 1991

Word Count: 137

PUBLISHER NAME: Washington Regulatory Reporting Association

INDUSTRY NAMES: BUSN (Any type of business); GOVT (Government and Law)

3/8/49 (Item 4 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01147325 Supplier Number: 40943027 (USE FORMAT 7 FOR FULLTEXT)

**TELE-JET USES TECHNOLOGY TO RESTORE TELEGRAMS - AND GIFTS - SERVICE TO THE UK**

Sept 18, 1989

Word Count: 397

PUBLISHER NAME: ComputerWire, Inc.

INDUSTRY NAMES: CMPT (Computers and Office Automation); INTL (Business, International)

3/8/50 (Item 5 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01057934 Supplier Number: 40596282 (USE FORMAT 7 FOR FULLTEXT)

**HOLIDAY CREDIT CARD CHARGES**

Dec 5, 1988

Word Count: 683

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: BANK (Banking, Finance and Accounting); BUSN (Any type of business)

Set	Items	Description
S1	74587	GREETING(W)CARD? ?
S2	8	SOCIAL(W)EXPRESSION(W)CARD? ?
S3	1	SOCIAL(W)OCCASION(W)CARD? ?
S4	5919	HOLIDAY(W)CARD? ?
S5	8850	BIRTHDAY(W)CARD? ?
S6	2364	MULTIPLE(W)RECIPIENT? ?
S7	218	(MULTIPLE OR PLURALITY) (2W) (FRIENDS OR RELATIVES)
S8	27145	(MULTIPLE OR PLURALITY) (2W) (CUSTOMERS OR ASSOCIATES OR CLIENTS OR PARTNERS)
S9	4790677	MAILING(W)LIST? ? OR LIST? ? OR ADDRESS(W)BOOK? ? OR DISTRIBUTION(W)LIST? ? OR RECIPIENT(W)LIST? ? OR HOLIDAY(W)LIST? ?
S10	12149009	ONLINE OR (ON(W)LINE) OR INTERNET OR WEBSITE? ? OR WEBPAGE? ? OR (WEB(W) (SITE? ? OR PAGE? ?))
S11	15551626	PD<19940506
S12	91278	DESKTOP(W)PUBLISHING
S13	19885	S12 AND S9
S14	3523	S13 AND S11
S15	0	S14 AND (S6 OR S7 OR S8)
S16	39	S14 AND (S1 OR S2 OR S3 OR S4 OR S5)
S17	1890	DONOR(W)LIST? ?
S18	381	CONTRIBUTOR(W)LIST? ?
S19	4584185	MAIL? ? OR MAILING? ?
S20	83677	MAILING(W)LIST? ?
S21	170	S12 AND S20 AND S11
S22	162	RD (unique items)
S24	162	RD S22 (unique items)

?s pagemaker or quarkxpress or quarkx(w)press

25093	PAGEMAKER
13311	QUARKXPRESS
63	QUARKX
6573176	PRESS
58	QUARKX(W)PRESS
S25 33460	PAGEMAKER OR QUARKXPRESS OR QUARKX(W)PRESS

?s s24 and s25

162	S24
33460	S25
S26 18	S24 AND S25

?t s26/free/all

**26/8/1 (Item 1 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00647054 92-61994

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**An Interview with Manny Menendez** WORD COUNT: 3939 LENGTH: 4 Pages

Dec 1992

COMPANY NAMES:

Deneba Systems Inc (DUNS:17-333-2800)

Target Software Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Personal profiles; Software industry; Entrepreneurs; Product development; Success

CLASSIFICATION CODES: 9190 (CN=United States); 9160 (CN=Biographical); 9520 (CN=Small business); 8302 (CN=Software and computer services); 7500 (CN=Product planning & development)

**26/8/2 (Item 2 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00570748 91-45099

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Plugged In for Business** WORD COUNT: 3065 LENGTH: 5 Pages

Oct 1991

COMPANY NAMES:

Pastel Group

Grand Destiny Travel  
GDT Tax Services Inc  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Blacks; Entrepreneurs; Microcomputers; Minority owned  
businesses; Manycompanies; Manypeople; Software packages; Case studies  
CLASSIFICATION CODES: 9521 (CN=Minority- & women-owned businesses); 9190  
(CN=United States); 5240 (CN=Software & systems); 9110 (CN=Company  
specific)

26/8/3 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02601861 Supplier Number: 43457046 (USE FORMAT 7 FOR FULLTEXT)

**Frame drops upgrade price, adds incentives**

Nov 16, 1992

Word Count: 391

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Frame Technology Corp.

EVENT NAMES: \*740 (Commodity & service prices); 240 (Marketing  
procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation); RETL (Retailing)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: FRAM

SPECIAL FEATURES: COMPANY

26/8/4 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01897027 Supplier Number: 42413812 (USE FORMAT 7 FOR FULLTEXT)

**XEROX IMAGING SYSTEMS INCREASES ACCURACY OF TEXT RECOGNITION ON THE  
MACINTOSH**

Oct 2, 1991

Word Count: 749

PUBLISHER NAME: Various

COMPANY NAMES: \*Xerox Imaging Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: AccuText 3.0

SPECIAL FEATURES: COMPANY

26/8/5 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01766438 Supplier Number: 42217695 (USE FORMAT 7 FOR FULLTEXT)

**Timeworks Releases Publish It! Easy Upgrade**

July 15, 1991

Word Count: 469

PUBLISHER NAME: Various

COMPANY NAMES: \*TimeWorks

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U3IL (Illinois)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Publish It! Easy 2.1; File It!

SPECIAL FEATURES: COMPANY

26/8/6 (Item 4 from file: 16)  
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01193619 Supplier Number: 41369507  
END PAPER: **SMALL BUSINESS COMES KNOCKING**  
June 4, 1990  
PUBLISHER NAME: CMP Publications, Inc.  
COMPANY NAMES: \*Apple Computer Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573000 (Computers & Peripherals)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TICKER SYMBOLS: AAPL  
SPECIAL FEATURES: LOB; COMPANY

26/8/7 (Item 1 from file: 275)  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01250244 SUPPLIER NUMBER: 06804435 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The help folder. (column)**  
Aug, 1988  
WORD COUNT: 4378 LINE COUNT: 00314  
  
FILE SEGMENT: CD File 275

26/8/8 (Item 2 from file: 275)  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01249433 SUPPLIER NUMBER: 06744657 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Getting the fax. (fax boards for PCs) (overview to ten evaluations of facsimile add-in boards for PCs) (includes related article on alternatives to fax boards) (evaluation)**  
June 28, 1988  
WORD COUNT: 2895 LINE COUNT: 00216  
  
SPECIAL FEATURES: illustration; table; graph  
COMPANY NAMES: American Data Technology Inc.--Products; Brooktrout Technology Inc.--Products; Complete PC Inc.--Products; Datacopy Corp.--Products; Dest Corp.--Products; GammaLink--Products; Microlink Industries Ltd.--Products; OAZ Communications Inc.--Products; Panasonic Industrial Co.--Products; Quadram Corp.--Products  
DESCRIPTORS: Facsimile; Telecommunications; Evaluation; Boards/Cards; Add-In/On Devices  
SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified  
TRADE NAMES: Dest EZ-Fax (Circuit board)--evaluation; Brooktrout Technology Fax-Mail 96 (Facsimile computer board)--evaluation; GammaLink Synchronous Communications GammaFax 3.4A (Circuit board)--evaluation  
OPERATING PLATFORM: MSDOS  
FILE SEGMENT: CD File 275

26/8/9 (Item 3 from file: 275)  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248851 SUPPLIER NUMBER: 07024631 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Software developers find new ways to handle database files.**  
Oct 3, 1988  
WORD COUNT: 703 LINE COUNT: 00056  
  
DESCRIPTORS: File Activity; Database; DTP Software; Vendors; Filters  
FILE SEGMENT: CD File 275

26/8/10 (Item 4 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248818 SUPPLIER NUMBER: 07026963 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Database tagging utility speeds up the process of reformatting information.**  
**(product announcement)**

Oct 3, 1988

WORD COUNT: 294 LINE COUNT: 00024

COMPANY NAMES: Publishing Solutions--Product introduction  
DESCRIPTORS: New Product; Database; Desktop Utility  
SIC CODES: 7372 Prepackaged software  
FILE SEGMENT: CD File 275

**26/8/11 (Item 5 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210184 SUPPLIER NUMBER: 06004680 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Your word processor as publisher and secretary.**

Aug, 1987

WORD COUNT: 3153 LINE COUNT: 00248

SPECIAL FEATURES: illustration; photograph; table  
DESCRIPTORS: Computer Systems; Word Processing; DTP Software  
FILE SEGMENT: MI File 47

**26/8/12 (Item 6 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208062 SUPPLIER NUMBER: 06170040 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Software utility links database information to desktop publishing .**

Dec 8, 1987

WORD COUNT: 184 LINE COUNT: 00014

FILE SEGMENT: CD File 275

**26/8/13 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0231479 91-54517

**Computer-Aided Marketing**

PUBL DATE: 910729

WORD COUNT: 905

DATELINE: Austin, TX, US

CLASSIFICATION CODES: 8302 (Software and computer services); 2130  
(Executives)

DESCRIPTORS: Electronic publishing; Entrepreneurs; Software; Southwest

NAMED PERSONS: Forbes, Don

**26/8/14 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0050357 88-07868

**The Silent Salesmen**

PUBL DATE: 880200

WORD COUNT: 3,168

DATELINE: Vancouver, BRC, Canada

CLASSIFICATION CODES: 7000 (Marketing)

DESCRIPTORS: Publications; Sales promotions; Market strategy

SPECIAL FEATURE: Logo

**26/8/15 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0026977 87-05663

**Newsletters Moving to Desk-O-Tech**

PUBL DATE: 870302

WORD COUNT: 1,161

DATELINE: Louisville, KY, US

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software & systems)

DESCRIPTORS: Publications; Electronic publishing; Software packages; Word processing; South Central

NAMED PERSONS: Griffin, Ken; Hamilton, Deni

SPECIAL FEATURE: Photo

**26/8/16 (Item 1 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

06536253

**COMFORT WITH THE COMPUTER**

WEDNESDAY, February 5, 1992

Word Count: 1,151

DESCRIPTORS: SPECIAL SECTION; SPECIAL ADVERTISING

**26/8/17 (Item 1 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06281102

**THE PERSONAL COMPUTER A LOOK AT 3 PUBLISHING PROGRAMS - ALL WITH MERIT**

Monday October 7, 1991

Word Count: 675

DESCRIPTORS: COMPUTERS; PUBLICATIONS; AID; EQUIPMENT

**26/8/18 (Item 1 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00239445 91PU04-115

**Not just whistling Dixie -- Case study #15: Travel South USA**

**19910401**

Descriptors: Case Study; Travel; Computers and Society; Office Automation; Desktop Publishing

Identifiers: Travel South USA

Set	Items	Description
S1	6	ONKOR
S2	0	CFXSHIP
S3	91304	DESKTOP(W) PUBLISHING
S4	4782	((MAIL OR MAILING OR DISTRIBUTION) (W)LIST) (3N) (APPLICATION OR MANAGER OR MANAGEMENT OR SOFTWARE OR PROGRAM)
S5	146	S3 AND S4
S6	15533858	PD<19940506
S7	18	S6 AND S5
S8	34115	CONTACT(W) (MANAGER OR MANAGEMENT)
S9	190	S4 AND S8
S10	11	S9 AND S6
S11	13146195	HISTORY OR HISTORIES OR HISTORICAL OR PAST
S12	2	S11 AND S10
S13	32149	SALES(W) FORCE(W) AUTOMATION
S14	7747	S13 AND S11
S15	887	S14 AND S8
S16	25	S15 AND S4
S17	2	S16 AND S6
S18	75676	GREETING(W) CARD? ? OR (SOCIAL(W) (EXPRESSION? ? OR SENTIMENT? ?))
S19	194	S18 AND (S4 OR S8 OR S13)
S20	1	S19 AND S6
S21	97809	(RECIPIENT OR DISTRIBUTION OR CLIENT OR CUSTOMER OR ASSOCIATE) (W)LIST? ?
S22	380	S18 AND S21
S23	23	S22 AND S6
S24	78	COMPUDOC
?s s24 and s6		
	78	S24
	15533858	S6
S25	14	S24 AND S6
?s s25 and s18		
	14	S25
	75676	S18
S26	6	S25 AND S18
?t s26/free/all		

26/8/1 (Item 1 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00535750 91-10094

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Exploring New Response Avenues** WORD COUNT: 1906 LENGTH: 3 Pages

Feb 1991

COMPANY NAMES:

**Compudoc**

Honeywell Inc (DUNS:00-132-5240 TICKER:HON)

21st Century Marketing

Coffman Systems

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; Software industry; Interactive; Computer based; Marketing; Software packages; Advantages

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific); 8302 (CN=Software and computer services); 5240 (CN=Software & systems); 7200 (CN=Advertising)

26/8/2 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01382730 Supplier Number: 41643658 (USE FORMAT 7 FOR FULLTEXT)

**Watch out, Hallmark**

Nov, 1990

Word Count: 44

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: **Compudoc** Inc.



EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 2771000 ( **Greeting Cards** ); 3679132 (Floppy Magnetic  
Disks)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 323119 (Other Commercial Printing); 334613 (Magnetic and  
Optical Recording Media Manufacturing)  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING CODES: 57 New Products/Services

**26/8/3 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01338874 Supplier Number: 41580436 (USE FORMAT 7 FOR FULLTEXT)

**Happy Holidays via Diskette**

Oct, 1990

Word Count: 135

PUBLISHER NAME: BPI Communications, Inc.

COMPANY NAMES: **Compudoc** Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 3679132 (Floppy Magnetic Disks); 2771000 ( **Greeting  
Cards** )

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334613 (Magnetic and Optical Recording Media Manufacturing);  
323119 (Other Commercial Printing)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 57 New Products/Services; 52 Advertising Activity

**26/8/4 (Item 1 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01146458 Supplier Number: 41643658 (USE FORMAT 7 FOR FULLTEXT)

**Watch out, Hallmark**

Nov, 1990

Word Count: 44

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: **Compudoc** Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 2771000 ( **Greeting Cards** ); 3679132 (Floppy Magnetic  
Disks)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

NAICS CODES: 323119 (Other Commercial Printing); 334613 (Magnetic and  
Optical Recording Media Manufacturing)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 57 New Products/Services

**26/8/5 (Item 2 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01138765 Supplier Number: 41580436 (USE FORMAT 7 FOR FULLTEXT)

**Happy Holidays via Diskette**

Oct, 1990

Word Count: 135

PUBLISHER NAME: BPI Communications, Inc.

COMPANY NAMES: **Compudoc** Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 3679132 (Floppy Magnetic Disks); 2771000 ( **Greeting  
Cards** )

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN

(Any type of business); CMPT (Computers and Office Automation)  
NAICS CODES: 334613 (Magnetic and Optical Recording Media Manufacturing);  
323119 (Other Commercial Printing)  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING CODES: 57 New Products/Services; 52 Advertising Activity

26/8/6 (Item 3 from file: 570)  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01082451 Supplier Number: 41073290  
**A line of animated greeting cards for personal computers**  
Dec 22, 1989  
PUBLISHER NAME: Hoke Communications, Inc.  
COMPANY NAMES: \*Compu-Doc  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7372410 (Business Applications Software)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 25 New Electronic Marketing

Set	Items	Description
S1	74587	GREETING(W)CARD? ?
S2	8	SOCIAL(W)EXPRESSION(W)CARD? ?
S3	1	SOCIAL(W)OCCASION(W)CARD? ?
S4	5919	HOLIDAY(W)CARD? ?
S5	8850	BIRTHDAY(W)CARD? ?
S6	2364	MULTIPLE(W)RECIPIENT? ?
S7	218	(MULTIPLE OR PLURALITY) (2W) (FRIENDS OR RELATIVES)
S8	27145	(MULTIPLE OR PLURALITY) (2W) (CUSTOMERS OR ASSOCIATES OR CLIENTS OR PARTNERS)
S9	4790677	MAILING(W)LIST? ? OR LIST? ? OR ADDRESS(W)BOOK? ? OR DISTRIBUTION(W)LIST? ? OR RECIPIENT(W)LIST? ? OR HOLIDAY(W)LIST? ?
S10	12149009	ONLINE OR (ON(W)LINE) OR INTERNET OR WEBSITE? ? OR WEBPAGE? ? OR (WEB(W) (SITE? ? OR PAGE? ?))
S11	15551626	PD<19940506
S12	91278	DESKTOP(W)PUBLISHING
S13	19885	S12 AND S9
S14	3523	S13 AND S11
S15	0	S14 AND (S6 OR S7 OR S8)
S16	39	S14 AND (S1 OR S2 OR S3 OR S4 OR S5)
S17	1890	DONOR(W)LIST? ?
S18	381	CONTRIBUTOR(W)LIST? ?
S19	4584185	MAIL? ? OR MAILING? ?
S20	83677	MAILING(W)LIST? ?
S21	170	S12 AND S20 AND S11
S22	162	RD (unique items)

?rd s22

>>>Duplicate detection is not supported for File 623.

>>>Records from unsupported files will be retained in the RD set.

...examined 50 records (50)

...examined 50 records (100)

...examined 50 records (150)

...completed examining records

S24 162 RD S22 (unique items)

?t s24/free/all

#### 24/8/1 (Item 1 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00973925 96-23318

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Use Your Equipment Well** WORD COUNT: 663 LENGTH: 1 Pages

Oct 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Office management; Office equipment; Copying machines;

Facsimile transmission; Telephone service; Maintenance contracts

CLASSIFICATION CODES: 5110 (CN=Office management); 5130 (CN=Maintenance); 9190 (CN=United States)

#### 24/8/2 (Item 2 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727483 93-76704

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Strategic Automation Plan Essential for Agency's Future Success**

WORD COUNT: 3091 LENGTH: 4 Pages

Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance agencies; Automation; Strategic planning;

Recommendations; Implementations

CLASSIFICATION CODES: 9190 (CN=United States); 8220 (CN=Property & casualty insurance); 5220 (CN=Data processing management); 2310 (CN=Planning)

24/8/3 (Item 3 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727168 93-76389

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

List Pricing: Has It Gotten Out of Hand? WORD COUNT: 1073 LENGTH: 1  
Pages

Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Mail order houses; Trends; Mailing lists ; Pricing; Cost  
control; Recommendations

CLASSIFICATION CODES: 8303 (CN=Wholesale industry); 9190 (CN=United States)

24/8/4 (Item 4 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00663374 93-12595

First steps toward positive contributions LENGTH: 2 Pages

Jan 1993

DESCRIPTORS: Computer peripherals; CAI; Computer industry; Education reform

CLASSIFICATION CODES: 5230 (CN=Computer hardware); 6200 (CN=Training &  
development); 1200 (CN=Social policy)

24/8/5 (Item 5 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00647054 92-61994

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

An Interview with Manny Menendez WORD COUNT: 3939 LENGTH: 4 Pages

Dec 1992

COMPANY NAMES:

Deneba Systems Inc (DUNS:17-333-2800)

Target Software Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Personal profiles; Software industry; Entrepreneurs; Product  
development; Success

CLASSIFICATION CODES: 9190 (CN=United States); 9160 (CN=Biographical); 9520  
(CN=Small business); 8302 (CN=Software and computer services); 7500  
(CN=Product planning & development)

24/8/6 (Item 6 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00639551 92-54491

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

The Printer and Publisher Partnership WORD COUNT: 1201 LENGTH: 2  
Pages

1993

GEOGRAPHIC NAMES: US

DESCRIPTORS: Publishing industry; Magazines; Printing industry; Partnering;  
Customer services; Distribution; Education; Environmental protection

CLASSIFICATION CODES: 9190 (CN=United States); 8690 (CN=Publishing  
industry); 7400 (CN=Distribution); 1540 (CN=Pollution control)

24/8/7 (Item 7 from file: 15)

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00635556 92-50496

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

More for Your Money WORD COUNT: 2299 LENGTH: 3 Pages

Sep 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct marketing; Effectiveness; Direct mail campaigns;  
Telemarketing; Integrated approach; Data base management; Budgets  
CLASSIFICATION CODES: 7200 (CN=Advertising); 7300 (CN=Sales & selling);  
3100 (CN=Capital & debt management); 5240 (CN=Software & systems); 9190  
(CN=United States)

**24/8/8 (Item 8 from file: 15)**

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00629157 92-44097

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Planning for Change** WORD COUNT: 1849 LENGTH: 3 Pages

Aug 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance industry; Insurance agents & brokers; Planning;  
Automation; Technological change; Implementations  
CLASSIFICATION CODES: 8220 (CN=Property & casualty insurance); 2310  
(CN=Planning); 9190 (CN=United States); 5400 (CN=Research & development)

**24/8/9 (Item 9 from file: 15)**

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00615201 92-30304

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Adapt or Fail: Agency Management Challenges Abound** WORD COUNT: 2641

LENGTH: 3 Pages

Jun 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance agencies; Insurance industry; Marketing management;  
Sales prospecting; Computer peripherals; Software  
CLASSIFICATION CODES: 8200 (CN=Insurance industry); 7300 (CN=Sales &  
selling); 5240 (CN=Software & systems); 9190 (CN=United States)

**24/8/10 (Item 10 from file: 15)**

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00611096 92-26199

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Every Pixel on the Planet: Exploring Desktop Mapping on the Macintosh**

WORD COUNT: 4262 LENGTH: 7 Pages

Jan 1992

COMPANY NAMES:

MicroMaps Software

PC Globe Inc

Strategic Mapping Inc

Highlighted Data

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Mapping; Computer graphics; **Desktop publishing**; Data processing; Functions; Applications; Manyproducts;  
Manycompanies

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product  
specific); 9190 (CN=United States)

**24/8/11 (Item 11 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00608968 92-24071

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**The Printed Word** WORD COUNT: 1466 LENGTH: 5 Pages  
Apr 1992

DESCRIPTORS: Newsletters; Company publications; Writing; Techniques; Small business  
CLASSIFICATION CODES: 2400 (CN=Public relations); 9520 (CN=Small business)

**24/8/12 (Item 12 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00598107 92-13280

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Association Publishing: Five Strategies for Success in the Nineties**

WORD COUNT: 1425 LENGTH: 2 Pages

Mar 1, 1992

COMPANY NAMES:

National Association for Female Executives  
National Association of Professional Insurance Agents  
National School Board Association  
National Solid Wastes Management Association  
K-III Holdings Inc  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Associations; Magazines; Profitability; Manycompanies;  
Strategic planning

CLASSIFICATION CODES: 9190 (CN=United States); 8690 (CN=Publishing industry); 9540 (CN=Nonprofit institutions); 2310 (CN=Planning)

**24/8/13 (Item 13 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596651 92-11824

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**New Technology Helps Marketers Get Personal** WORD COUNT: 2520

LENGTH: 4 Pages

Feb 1992

COMPANY NAMES:

AM International Inc (DUNS:00-130-6919 TICKER:AM)  
Webcraft Technologies Inc (DUNS:12-224-8768)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct mail advertising; Printing; Industrial equipment;  
Product reviews; Characteristics; Flexibility

CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 9120 (CN=Product specific)

**24/8/14 (Item 14 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00593258 92-08431

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Software Review: WordPerfect** WORD COUNT: 755 LENGTH: 2 Pages

Winter 1992

COMPANY NAMES:

WordPerfect Corp  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Software reviews; Product reviews;  
Functions; Word processing

CLASSIFICATION CODES: 9190 (CN=United States); 5240 (CN=Software & systems); 9120 (CN=Product specific)

**24/8/15 (Item 15 from file: 15)**

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00582466 91-56813

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Squeezing the Last Drop: Ten Strategies for Getting the Most Out of Your Computer** WORD COUNT: 2366 LENGTH: 4 Pages

Nov 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Information systems; Improvements; Applications;

Recommendations; Technological obsolescence; Systems management

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)

**24/8/16 (Item 16 from file: 15)**

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00581676 91-56023

**Database Publishing: Getting Information into Shape** LENGTH: 3 Pages

Nov 1991

COMPANY NAMES:

Elseware Corp

PageAhead Software Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: **Desktop publishing** ; Software packages; Applications; Data bases; **Mailing lists**

CLASSIFICATION CODES: 5240 (CN=Software & systems); 2400 (CN=Public relations); 9190 (CN=United States); 9120 (CN=Product specific)

**24/8/17 (Item 17 from file: 15)**

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00578792 91-53139

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Do-It-Yourself Marketing** WORD COUNT: 6593 LENGTH: 10 Pages

Nov 1991

COMPANY NAMES:

Jackson Hewitt Tax Service

Kullman Industries (DUNS:06-313-6477)

Physician Sales & Service Inc

Magellan Systems Corp

Assured Enterprises

GEOGRAPHIC NAMES: US

DESCRIPTORS: In house; Marketing management; Advantages; Small business; Innovations; Word of mouth advertising; Market strategy; Distribution channels; Manycompanies

CLASSIFICATION CODES: 7000 (CN=Marketing); 9190 (CN=United States); 9520 (CN=Small business)

**24/8/18 (Item 18 from file: 15)**

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00570748 91-45099

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Plugged In for Business** WORD COUNT: 3065 LENGTH: 5 Pages

Oct 1991

COMPANY NAMES:

Pastel Group

Grand Destiny Travel

GDT Tax Services Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Blacks; Entrepreneurs; Microcomputers; Minority owned

businesses; Manycompanies; Manypeople; Software packages; Case studies

CLASSIFICATION CODES: 9521 (CN=Minority- & women-owned businesses); 9190

(CN=United States); 5240 (CN=Software & systems); 9111 (CN=Company specific)

**24/8/19 (Item 19 from file: 15)**

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00569580 91-43931

**Be a Media Mogul - Start a Newsletter** LENGTH: 2 Pages

Sep 16, 1991

DESCRIPTORS: Newsletters; Recommendations; **Mailing lists** ; Strategic planning; Target markets

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 2310 (CN=Planning)

**24/8/20 (Item 20 from file: 15)**

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00567175 91-41528

**Create Your Own Firm Newsletter** LENGTH: 10 Pages

Aug 1991

DESCRIPTORS: **Desktop publishing** ; Newsletters; Accounting firms; Techniques; Advertising; Advantages; Guidelines

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9150 (CN=Guidelines); 7200 (CN=Advertising); 8305 (CN=Professional services not elsewhere classified)

**24/8/21 (Item 21 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00558685 91-33042

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Business Outlook Abroad: United Kingdom** WORD COUNT: 1837 LENGTH: 2 Pages

Jul 1, 1991

GEOGRAPHIC NAMES: US; UK

DESCRIPTORS: Foreign investment; Market potential; US exports; Market entry ; Statistical data; Many industries

CLASSIFICATION CODES: 9190 (CN=United States); 9175 (CN=Western Europe); 1300 (CN=International trade & foreign investment); 9140 (CN=Statistical data)

**24/8/22 (Item 22 from file: 15)**

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00542054 91-16398

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The Printer/Publisher Partnership** WORD COUNT: 1627 LENGTH: 3 Pages  
Apr 1, 1991

COMPANY NAMES:

S Rosenthal & Co Inc (DUNS:00-425-3365)

Perry Printing Corp (DUNS:00-177-9586)

Mack Printing Cos Inc

Publishers Press

GEOGRAPHIC NAMES: US

DESCRIPTORS: Publishing industry; Printing; Postal rates; **Desktop publishing** ; Many companies

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 9190 (CN=United States)

**24/8/23 (Item 23 from file: 15)**



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00531147 91-05491

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**10 Ways to Train Your Staff on a Tight Budget** WORD COUNT: 2414

LENGTH: 4 Pages

Feb 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Small business; Training; Methods; Cost reduction;  
Recommendations

CLASSIFICATION CODES: 9190 (CN=United States); 9520 (CN=Small business);  
6200 (CN=Training & development); 3100 (CN=Capital & debt management)

**24/8/24 (Item 24 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00479125 90-04882

**The Catalogue Age Report** LENGTH: 13 Pages

Dec 1989

DESCRIPTORS: Catalogs; Publishing industry; Statistical data; Business  
conditions; Trends; Surveys

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 9140 (CN=Statistical  
data)

**24/8/25 (Item 25 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00465194 89-36981

**Going It Alone** LENGTH: 3 Pages

1989

DESCRIPTORS: Publishing industry; Small business; Startups; Development  
stage enterprises; Consultants; Service centers; Computer service  
centers; Electronic publishing; Software packages; Magazines;  
Publications

CLASSIFICATION CODES: 5240 (CN=Software & systems); 8670 (CN=Machinery  
industry); 9520 (CN=Small business)

**24/8/26 (Item 26 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00430234 89-02021

**The Catalog Age Report** LENGTH: 32 Pages

Dec 1988

DESCRIPTORS: Catalogs; Business conditions; Surveys; Cost reduction;  
Electronic publishing; Mailings; Advertising; Distribution costs

CLASSIFICATION CODES: 7400 (CN=Distribution)

**24/8/27 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03347365 Supplier Number: 44635860 (USE FORMAT 7 FOR FULLTEXT)

**Aqueous Plate Conversion**

May, 1994

Word Count: 1135

PUBLISHER NAME: North American Publishing Company

COMPANY NAMES: \*Lawe Press

EVENT NAMES: \*440 (Facilities & equipment)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2752000 (Commercial Lithographic Printing)

INDUSTRY NAMES: BUSN (Any type of business); PUBL (Publishing)

NAICS CODES: 323110 Commercial Lithographic Printing,  
SPECIAL FEATURES: LOB; COMPANY

**24/8/28 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03212853 Supplier Number: 44405464 (USE FORMAT 7 FOR FULLTEXT)

**Mail Bonding**

Feb, 1994

Word Count: 1463

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*480 (Use of services); 690 (Goods & services distribution)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5081357 (Computers Wholesale); 9914912 (Direct Mail Marketing)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 42143 (Computer and Computer Peripheral Equipment and Software Wholesalers)

**24/8/29 (Item 3 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03147695 Supplier Number: 44298167 (USE FORMAT 7 FOR FULLTEXT)

**PTN 1993 Dealer of the Year: Calumet Photographic**

Dec 15, 1993

Word Count: 3592

PUBLISHER NAME: Cygnus Publishing

COMPANY NAMES: \*Calumet Photographic Inc.

EVENT NAMES: \*220 (Strategy & planning)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5043000 (Photographic Equip & Supplies Whsle)

INDUSTRY NAMES: ARTS (Arts and Entertainment); BUSN (Any type of business)

NAICS CODES: 42141 (Photographic Equipment and Supplies Wholesalers)

SPECIAL FEATURES: LOB; COMPANY

**24/8/30 (Item 4 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)

**Software shopping for small businesses**

March 14, 1993

Word Count: 703

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 51121 (Software Publishers)

**24/8/31 (Item 5 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02740732 Supplier Number: 43669065 (USE FORMAT 7 FOR FULLTEXT)

**SPINNAKER TO ACQUIRE POWER UP SOFTWARE; DEAL WILL CREATE INDUSTRY'S LARGEST CONSUMER PRODUCTIVITY SOFTWARE COMPANY**

Feb 24, 1993

Word Count: 955

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Powerup; Spinnaker Software Corp.

EVENT NAMES: \*160 (Asset sales & divestitures); 150 (Acquisitions & mergers)

GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)

PRODUCT NAMES: \*7372006 (Computer Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
SPECIAL FEATURES: LOB; COMPANY

**24/8/32 (Item 6 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02601861 Supplier Number: 43457046 (USE FORMAT 7 FOR FULLTEXT)  
**Frame drops upgrade price, adds incentives**  
Nov 16, 1992  
Word Count: 391  
PUBLISHER NAME: CMP Publications, Inc.  
COMPANY NAMES: \*Frame Technology Corp.  
EVENT NAMES: \*740 (Commodity & service prices); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7372440 (Graphics Software)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); RETL (Retailing)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: FRAM  
SPECIAL FEATURES: COMPANY

**24/8/33 (Item 7 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02322715 Supplier Number: 43043139 (USE FORMAT 7 FOR FULLTEXT)  
**XEROX IMAGING SYSTEMS ANNOUNCES ACCUTEXT SUPPORT FOR HEWLETT- PACKARD SCANJET HP SCANNER**  
June 1, 1992  
Word Count: 660  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Xerox Imaging Systems Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)  
PRODUCT NAMES: \*7372490 (Applications Software NEC)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: AccuText 3.0  
SPECIAL FEATURES: COMPANY

**24/8/34 (Item 8 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02239906 Supplier Number: 42922933 (USE FORMAT 7 FOR FULLTEXT)  
**XEROX IMAGING SYSTEMS ANNOUNCES ACCUTEXT SUPPORT FOR APPLE ONESCANNER AND HEWLETT-PACKARD SCANJET IIC SCANNERS**  
April 20, 1992  
Word Count: 659  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Xerox Imaging Systems Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)  
PRODUCT NAMES: \*7372440 (Graphics Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: AccuText 3.0  
SPECIAL FEATURES: COMPANY

**24/8/35 (Item 9 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01897027 Supplier Number: 42413812 (USE FORMAT 7 FOR FULLTEXT)

**XEROX IMAGING SYSTEMS INCREASES ACCURACY OF TEXT RECOGNITION ON THE  
MACINTOSH**

Oct 2, 1991

Word Count: 749

PUBLISHER NAME: Various

COMPANY NAMES: \*Xerox Imaging Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: AccuText 3.0

SPECIAL FEATURES: COMPANY

**24/8/36 (Item 10 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01766438 Supplier Number: 42217695 (USE FORMAT 7 FOR FULLTEXT)

**Timeworks Releases Publish It! Easy Upgrade**

July 15, 1991

Word Count: 469

PUBLISHER NAME: Various

COMPANY NAMES: \*TimeWorks

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U3IL (Illinois)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Publish It! Easy 2.1; File It!

SPECIAL FEATURES: COMPANY

**24/8/37 (Item 11 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01706103 Supplier Number: 42127759 (USE FORMAT 7 FOR FULLTEXT)

**Ventura offers VAR support program**

June 3, 1991

Word Count: 358

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Ventura Software Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB; COMPANY

**24/8/38 (Item 12 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01584344 Supplier Number: 41946574 (USE FORMAT 7 FOR FULLTEXT)

**The E/Net Pioneer 2010 (TM) Graphic Arts Portable Electronic Notebook and  
Computer System**

March 21, 1991

Word Count: 891

PUBLISHER NAME: Various

COMPANY NAMES: \*Electronet Information Systems

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: E/Net 2010; Pioneer Electronic Notebook

SPECIAL FEATURES: COMPANY

**24/8/39 (Item 13 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01584343 Supplier Number: 41946573 (USE FORMAT 7 FOR FULLTEXT)

**The E/Net Pioneer 2010 (TM) Graphic Arts Portable Electronic Notebook**

March 21, 1991

Word Count: 795

PUBLISHER NAME: Various

COMPANY NAMES: \*Electronet Information Systems

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: E/Net 2010 Pioneer Electronic Notebook

SPECIAL FEATURES: COMPANY

**24/8/40 (Item 14 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01524327 Supplier Number: 41857433 (USE FORMAT 7 FOR FULLTEXT)

**ELECTRONET UNVEILS ADVANCED COMPUTER NETWORK SERIES that is ECONOMICAL for**

**ALL SIZES of GRAPHIC ARTS OPERATIONS**

Feb 11, 1991

Word Count: 862

PUBLISHER NAME: Various

COMPANY NAMES: \*Electronet Information Systems

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: E/Net Performer Series; E/Net Performer Computer

SPECIAL FEATURES: COMPANY

**24/8/41 (Item 15 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01454369 Supplier Number: 41747115 (USE FORMAT 7 FOR FULLTEXT)

**Food for thought: Restaurants keep in touch with diners via newsletters**

Dec 23, 1990

Word Count: 920

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1U3MI (Michigan)

PRODUCT NAMES: \*5812010 (Full-Service Restaurants)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 72211 (Full-Service Restaurants)

**24/8/42 (Item 16 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01417510 Supplier Number: 41692969 (USE FORMAT 7 FOR FULLTEXT)

**Word Processing Tops in Home PC Use**

Nov 26, 1990

Word Count: 148

PUBLISHER NAME: Fairchild Publications, Inc.

EVENT NAMES: \*340 (Product specifications); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573099 (Computer Systems NEC)

INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

ADVERTISING CODES: 34 Research Findings; 85 Industry Market Data

**24/8/43 (Item 17 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01409327 Supplier Number: 41681270 (USE FORMAT 7 FOR FULLTEXT)

**FUJI--3.5" DISCS GROWING**

Nov 19, 1990

Word Count: 107

PUBLISHER NAME: Warren Publishing, Inc.

EVENT NAMES: \*650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3679132 (Floppy Magnetic Disks)

INDUSTRY NAMES: BUSN (Any type of business); ELEC (Electronics)

NAICS CODES: 334613 (Magnetic and Optical Recording Media Manufacturing)

**24/8/44 (Item 18 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01400144 Supplier Number: 41668694 (USE FORMAT 7 FOR FULLTEXT)

**Macintosh: Going for the gold medal**

Nov 12, 1990

Word Count: 810

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Apple Computer Inc.

EVENT NAMES: \*260 (General services)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TICKER SYMBOLS: AAPL

SPECIAL FEATURES: COMPANY

**24/8/45 (Item 19 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01386235 Supplier Number: 41648118 (USE FORMAT 7 FOR FULLTEXT)

**The Art of Designing Software Programming a friendly interface is getting easier with GUIs**

Nov, 1990

Word Count: 2182

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*230 (Production management)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB

**24/8/46 (Item 20 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01281473 Supplier Number: 41495514 (USE FORMAT 7 FOR FULLTEXT)

**HONG KONG TELECOM SETS STRICT RULES TO REGULATE THE CROWN COLONY'S FAX JUNKIES**

August 14, 1990

Word Count: 326

PUBLISHER NAME: ComputerWire, Inc.

COMPANY NAMES: \*Hong Kong Telecommunications Ltd.

EVENT NAMES: \*660 (Plant & equipment sales); 360 (Services information)

GEOGRAPHIC NAMES: \*9HONG (Hong Kong)

PRODUCT NAMES: \*3662192 (Facsimile Equipment); 4811200 (Data Transmission Services)

INDUSTRY NAMES: CMPT (Computers and Office Automation); INTL (Business, International)  
NAICS CODES: 33421 (Telephone Apparatus Manufacturing); 51331 (Wired Telecommunications Carriers)  
SPECIAL FEATURES: COMPANY

**24/8/47 (Item 21 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01193619 Supplier Number: 41369507

**END PAPER: SMALL BUSINESS COMES KNOCKING**

June 4, 1990

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Apple Computer Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573000 (Computers & Peripherals)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TICKER SYMBOLS: AAPL

SPECIAL FEATURES: LOB; COMPANY

**24/8/48 (Item 22 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01116411 Supplier Number: 41256505 (USE FORMAT 7 FOR FULLTEXT)

**CD-ROMs Are Coming**

April, 1990

Word Count: 880

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573217 (Optical Disk Drives)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334112 (Computer Storage Device Manufacturing)

**24/8/49 (Item 1 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01124106 Supplier Number: 40977629 (USE FORMAT 7 FOR FULLTEXT)

**PC-Fax Board bat Directly Sends Complex CAD Drawings and Performs Database Broadcast Demonstrated at COMDEX/Fall'89**

Oct 11, 1989

Word Count: 653

PUBLISHER NAME: Various

COMPANY NAMES: \*Skyworld Technology USA Ltd.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 109CA (California)

PRODUCT NAMES: \*7372600 (Computer Network & Communications Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Version 2; SkyFAX Intelligent PC-Fax Board; SkyFAX

**24/8/50 (Item 2 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01110739 Supplier Number: 40815383 (USE FORMAT 7 FOR FULLTEXT)

**NEW SELF-POWERED COMMUNICATIONS CARD TURNS PERSONAL COMPUTERS INTO ROUND-THE-CLOCK INFORMATION TRANSFER AND MESSAGE SYSTEMS**

June 1, 1989

Word Count: 643

PUBLISHER NAME: Various

COMPANY NAMES: \*Face Technologies  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U3MI (Michigan)  
PRODUCT NAMES: \*3661250 (Data Communications Systems)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 33421 (Telephone Apparatus Manufacturing)  
TRADE NAMES: FaceCard

**24/8/51 (Item 3 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01092250 Supplier Number: 40577403 (USE FORMAT 7 FOR FULLTEXT)  
**CSI SIGNS EXCLUSIVE LICENSE AGREEMENT FOR ALL-IN-ONE BUSINESS SOFTWARE PACKAGE**

Nov 18, 1988  
Word Count: 285  
PUBLISHER NAME: Various  
COMPANY NAMES: \*CSI Publishing  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*7372410 (Business Applications Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: ABC

**24/8/52 (Item 4 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01080819 Supplier Number: 40457024 (USE FORMAT 7 FOR FULLTEXT)  
**EASY-TO-USE, MULTI-USER DESKTOP PUBLISHING SOFTWARE DOESN'T REQUIRE SPECIAL TERMINALS**

July 28, 1988  
Word Count: 621  
PUBLISHER NAME: Various  
COMPANY NAMES: \*J&KH Software  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U5VA (Virginia)  
PRODUCT NAMES: \*7372440 (Graphics Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: PStext-plus

**24/8/53 (Item 5 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01055571 Supplier Number: 40199683 (USE FORMAT 7 FOR FULLTEXT)  
**DESKTOP DIRECT MAIL REVOLUTIONIZES DIRECT MAIL CAPABILITIES OF THE PC**

Oct 30, 1987  
Word Count: 487  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Desktop Direct Mail  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*3573020 (Small Business Computer Systems)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TRADE NAMES: PostAge

**24/8/54 (Item 6 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01036991 Supplier Number: 40007134 (USE FORMAT 7 FOR FULLTEXT)  
**Archetype announces "Archetype Designer IBM PC AT page-makeup software for professional designers, graphic artists, and typesetting firms"**



March 28, 1987

Word Count: 1226

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Archetype

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1U1MA (Massachusetts)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Archetype Designer 1; Archetype Designer 2

**24/8/55 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01260944 SUPPLIER NUMBER: 07303653 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Compatible means versatile: using Tandy computers to improve K-12 education. (IBM PCs and compatibles special issue)**

Nov, 1988

WORD COUNT: 2538 LINE COUNT: 00213

SPECIAL FEATURES: illustration; chart

COMPANY NAMES: Tandy Corp.--Products; International Business Machines Corp.--Products

DESCRIPTORS: Educational Software; Education Administration Software; Computer-Assisted Instruction; Compatibility

SIC CODES: 8211 Elementary and secondary schools; 7372 Prepackaged software

TICKER SYMBOLS: IBM; TAN

FILE SEGMENT: CD File 275

**24/8/56 (Item 2 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01258001 SUPPLIER NUMBER: 06787228 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**ATT giving that old software a new life; liquidation enters new market. (ATT Liquidators)**

Nov 7, 1988

WORD COUNT: 805 LINE COUNT: 00063

COMPANY NAMES: ATT Liquidators--Services

DESCRIPTORS: Liquidation; Software; Price Cutting; Market Analysis

SIC CODES: 7379 Computer related services, not elsewhere classified

FILE SEGMENT: CD File 275

**24/8/57 (Item 3 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01254443 SUPPLIER NUMBER: 06935649 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Mac on the farm.**

Aug 16, 1988

WORD COUNT: 1946 LINE COUNT: 00140

GEOGRAPHIC CODES: NNUSUTN

GEOGRAPHIC NAMES: Tennessee

DESCRIPTORS: Nonprofit Organization; Agriculture; Microcomputer; Applications; Organization Structure

TRADE NAMES: Apple Macintosh (680X0-based system)--Usage

FILE SEGMENT: CD File 275

**24/8/58 (Item 4 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01252621 SUPPLIER NUMBER: 06759355 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Having it both ways. (software integration) (column)**

July, 1988

WORD COUNT: 2171 LINE COUNT: 00171

SPECIAL FEATURES: illustration; chart

DESCRIPTORS: Program Development Techniques; Management of EDP;  
Integrated Systems; Data Management; Data Processing; Data Flow Diagrams;  
New Technique

SIC CODES: 7372 Prepackaged software; 7371 Computer programming  
services; 7374 Data processing and preparation

FILE SEGMENT: CD File 275

**24/8/59 (Item 5 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01250244 SUPPLIER NUMBER: 06804435 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The help folder. (column)**

Aug, 1988

WORD COUNT: 4378 LINE COUNT: 00314

FILE SEGMENT: CD File 275

**24/8/60 (Item 6 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01249433 SUPPLIER NUMBER: 06744657 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Getting the fax. (fax boards for PCs) (overview to ten evaluations of  
facsimile add-in boards for PCs) (includes related article on alternatives  
to fax boards) (evaluation)**

June 28, 1988

WORD COUNT: 2895 LINE COUNT: 00216

SPECIAL FEATURES: illustration; table; graph

COMPANY NAMES: American Data Technology Inc.--Products; Brooktrout  
Technology Inc.--Products; Complete PC Inc.--Products; Datacopy Corp.--  
Products; Dest Corp.--Products; GammaLink--Products; Microlink Industries  
Ltd.--Products; OAZ Communications Inc.--Products; Panasonic Industrial  
Co.--Products; Quadram Corp.--Products

DESCRIPTORS: Facsimile; Telecommunications; Evaluation; Boards/Cards;  
Add-In/On Devices

SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified

TRADE NAMES: Dest EZ-Fax (Circuit board)--evaluation; Brooktrout  
Technology Fax-Mail 96 (Facsimile computer board)--evaluation; GammaLink  
Synchronous Communications GammaFax 3.4A (Circuit board)--evaluation

OPERATING PLATFORM: MSDOS

FILE SEGMENT: CD File 275

**24/8/61 (Item 7 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248851 SUPPLIER NUMBER: 07024631 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Software developers find new ways to handle database files.**

Oct 3, 1988

WORD COUNT: 703 LINE COUNT: 00056

DESCRIPTORS: File Activity; Database; DTP Software; Vendors; Filters

FILE SEGMENT: CD File 275

**24/8/62 (Item 8 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248818 SUPPLIER NUMBER: 07026963 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Database tagging utility speeds up the process of reformatting information.  
(product announcement)**

Oct 3, 1988

WORD COUNT: 294      LINE COUNT: 00024

COMPANY NAMES: Publishing Solutions--Product introduction  
DESCRIPTORS: New Product; Database; Desktop Utility  
SIC CODES: 7372 Prepackaged software  
FILE SEGMENT: CD File 275

**24/8/63      (Item 9 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01244211      SUPPLIER NUMBER: 06508499      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**A network primer: how they're used ... and how they could be used (part 3).  
(education) (technical)**

April, 1988

WORD COUNT: 2862      LINE COUNT: 00232

SPECIAL FEATURES: illustration; table  
COMPANY NAMES: Computer Curriculum Corp.--Products; Computer Networking  
Specialists Inc.--Products; Dolphin-Houghton-Mifflin--Products;  
Educational Systems Corp.--Products; Ideal Learning Inc.--Products;  
Plato-Wicat Systems Co.--Products; Prescription Learning Corp.--Products;  
Wastach Educational Systems--Products; Wicat Systems Inc.--Products  
DESCRIPTORS: Curriculum; Integrated Systems; Education; Networks  
SIC CODES: 7373 Computer integrated systems design  
TICKER SYMBOLS: WCAT  
FILE SEGMENT: CD File 275

**24/8/64      (Item 10 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01240294      SUPPLIER NUMBER: 06278120      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pair of powerful software tools keeps business true to form. (Business  
Publishing series from Graphics Development International) (evaluation)**

March 15, 1988

WORD COUNT: 785      LINE COUNT: 00061

SPECIAL FEATURES: illustration; table  
COMPANY NAMES: Graphics Development International--Computer programs  
DESCRIPTORS: Evaluation; Software Packages  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: FormEasy 2.3 (Computer program)--evaluation; FormScan 2.0  
(Computer program)--evaluation  
FILE SEGMENT: CD File 275

**24/8/65      (Item 11 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01239390      SUPPLIER NUMBER: 06226924      (USE FORMAT 7 OR 9 FOR FULL TEXT)

**WordStar 2000 Plus. (Software Review) (one of 55 word processing  
evaluations in 'Fast, Flexible, & Forward-looking') (evaluation)**

Feb 29, 1988

WORD COUNT: 1068      LINE COUNT: 00083

SPECIAL FEATURES: illustration; photograph; table  
COMPANY NAMES: MicroPro International Corp.--Computer programs  
DESCRIPTORS: Word Processing; Evaluation; Software Design; Functional  
Capabilities; Software Packages; DTP Software  
SIC CODES: 7372 Prepackaged software  
TICKER SYMBOLS: MRPO  
TRADE NAMES: Wordstar 2000 Plus 3 (Word processing software)--evaluation  
OPERATING PLATFORM: MSDOS  
FILE SEGMENT: CD File 275

**24/8/66      (Item 12 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01236912 SUPPLIER NUMBER: 06166660 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Letters. (letter to the editor)**  
Jan, 1988  
WORD COUNT: 3282 LINE COUNT: 00246

FILE SEGMENT: CD File 275

**24/8/67 (Item 13 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01212589 SUPPLIER NUMBER: 04972911 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Choosing between integrated and dedicated software: multipurpose programs  
can streamline production. (buyers guide)**  
June 9, 1987  
WORD COUNT: 1860 LINE COUNT: 00155

SPECIAL FEATURES: illustration; table  
DESCRIPTORS: Integrated Software; Software Selection; Equipment  
Acquisition; Computer Software Industry; Market Analysis; Software Design  
; User Need; Comparison; Companies  
FILE SEGMENT: CD File 275

**24/8/68 (Item 14 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210879 SUPPLIER NUMBER: 06087105 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A well-prepared proposal can pave way for LAN even in tough times.  
(preparing a local area network proposal; Section 2: Connectivity)  
(column)**  
Nov 10, 1987  
WORD COUNT: 964 LINE COUNT: 00076

DESCRIPTORS: LAN; Companies; Equipment Acquisition; Proposal; Tutorial;  
Network Management; Management of EDP; Business Planning; Hardware  
Selection  
FILE SEGMENT: CD File 275

**24/8/69 (Item 15 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210589 SUPPLIER NUMBER: 05176635 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ATs, compatibles hold their own in wake of PS-2. (desktop computers)  
(buyers guide)**  
Sept 15, 1987  
WORD COUNT: 2078 LINE COUNT: 00153

SPECIAL FEATURES: illustration; table  
DESCRIPTORS: Microcomputer; Compatible Hardware; Hardware Selection;  
Equipment Acquisition; Trends; Outlook; Industrialists; Comparison  
TRADE NAMES: IBM PC AT (Microcomputer)--Purchasing  
FILE SEGMENT: CD File 275

**24/8/70 (Item 16 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210184 SUPPLIER NUMBER: 06004680 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Your word processor as publisher and secretary.**  
Aug, 1987  
WORD COUNT: 3153 LINE COUNT: 00248

SPECIAL FEATURES: illustration; photograph; table  
DESCRIPTORS: Computer Systems; Word Processing; DTP Software

FILE SEGMENT: MI File 47

**24/8/71 (Item 17 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208062 SUPPLIER NUMBER: 06170040 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Software utility links database information to desktop publishing .**

Dec 8, 1987

WORD COUNT: 184 LINE COUNT: 00014

FILE SEGMENT: CD File 275

**24/8/72 (Item 18 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01207527 SUPPLIER NUMBER: 06168580 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Software: Lotus-compatible products. (Listings) (column)**

Feb, 1987

WORD COUNT: 4192 LINE COUNT: 00351

FILE SEGMENT: CD File 275

**24/8/73 (Item 19 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01158776 SUPPLIER NUMBER: 04232399

**Graham Software releases publishing program for IBM systems. (product announcement)**

May 5, 1986

COMPANY NAMES: Graham Software Co.--Product introduction

DESCRIPTORS: Computer Software Industry; Software; Software Packages; New Product; DTP Software

SIC CODES: 7372 Prepackaged software

TRADE NAMES: scLaserplus (computer program)--Product introduction

FILE SEGMENT: CD File 275

**24/8/74 (Item 1 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0242831 BW081

**MICROSOFT 4: Microsoft Works for Windows: The leading integrated package now available for Windows**

September 16, 1991

Byline: Business Editors/Computer Writers

Word Count: 1459

**24/8/75 (Item 2 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0213048 BW038

**VENTURA SOFTWARE: Ventura Software Inc. announces new marketing program for business partners**

February 12, 1991

Byline: Business Editors & Computer Writers

Word Count: 542

24/8/76 (Item 3 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0202182 BW712

**FUJI PHOTO FILM USA: Most popular home computer application: survey says  
"word processing"**

November 14, 1990

Byline: Business Editors/Computers & Electronics Writers  
Word Count: 298

24/8/77 (Item 4 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0180840 BW665

**DEST 4: DEST upgrades and unbundles Recognize! for the PC, powerful  
omnifont OCR software**

June 19, 1990

Byline: Business Editors -- Computer Writers  
Word Count: 572

24/8/78 (Item 5 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0094766 BW610

**ASHTON TATE: Ashton-Tate's RapidFile and Avery Laser Printer Labels to be  
part of a co-promotional program**

June 21, 1988

Byline: Business & Computer Editors  
Word Count: 477

24/8/79 (Item 6 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0016485 BW221

**MICROPRO INTL: Developing its first desktop publishing product in  
cooperation with Island Graphics**

July 9, 1986

Byline: Business/Computer Editors  
Word Count: 439

24/8/80 (Item 7 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0013036 BW177

**ASHTON TATE: Ships LAN family of products for MultiMate Advantage 3.60  
professional word processor**

May 27, 1986

Byline: Business Editors

Word Count: 637

**24/8/81 (Item 1 from file: 624)**

DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.

0326849

**BE A MEDIA MOGUL-- START A NEWSLETTER**

September 16, 1991

Word Count: 784 \*Full text available in Formats 5, 7 and 9\*

**24/8/82 (Item 1 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02273038 Supplier Number: 44374264 (USE FORMAT 7 FOR FULLTEXT)

**Review of - Mailing List Services On Your Home-Based PC 01/21/94**

Jan 21, 1994

Word Count: 584

PUBLISHER NAME: Newsbytes News Network

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**24/8/83 (Item 2 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02225633 Supplier Number: 44237013 (USE FORMAT 7 FOR FULLTEXT)

**Desktop Marketing Service Introduced by Marketing Firm.**

Nov 15, 1993

Word Count: 75

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

**24/8/84 (Item 3 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02119649 Supplier Number: 43941574 (USE FORMAT 7 FOR FULLTEXT)

**Consulting, Financial, and Other Services**

July, 1993

Word Count: 822

PUBLISHER NAME: U.S. Department of Commerce

INDUSTRY NAMES: BUSN (Any type of business); INTL (Business, International)

**24/8/85 (Item 4 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02103771 Supplier Number: 43893193 (USE FORMAT 7 FOR FULLTEXT)

**FREE GLOSSARY FROM OSTA**

June 8, 1993

Word Count: 184

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: BUSN (Any type of business); ENG (Engineering and Manufacturing)

**24/8/86 (Item 5 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01665468 Supplier Number: 42639740 (USE FORMAT 7 FOR FULLTEXT)

**Business Resources**

Jan, 1992

Word Count: 726

PUBLISHER NAME: Biomedical Market Newsletter, Inc.

INDUSTRY NAMES: BIO (Biotechnology); BUSN (Any type of business)

✓ 24/8/87 (Item 6 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01587208 Supplier Number: 42381839 (USE FORMAT 7 FOR FULLTEXT)

**MICROSOFT WORKS FOR WINDOWS: NOW AVAILABLE FOR WINDOWS**

Sept 23, 1991

Word Count: 1297

PUBLISHER NAME: EDGE Publishing

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

24/8/88 (Item 7 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01345819 Supplier Number: 41615553 (USE FORMAT 7 FOR FULLTEXT)

**VENTURA UNDER ATTACK BY ADD-IN MAKERS**

Oct 16, 1990

Word Count: 538

PUBLISHER NAME: Newsbytes News Network

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

24/8/89 (Item 8 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01302113 Supplier Number: 41479787 (USE FORMAT 7 FOR FULLTEXT)

**HONG KONG: UNIQUE SOLUTION OFFERED FOR JUNK FAX**

August 3, 1990

Word Count: 496

PUBLISHER NAME: Newsbytes News Network

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

24/8/90 (Item 9 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01195064 Supplier Number: 41123544 (USE FORMAT 7 FOR FULLTEXT)

**Quanta Expands CD ROM Line With \$99 Product**

Jan 19, 1990

Word Count: 559

PUBLISHER NAME: Cowles-SIMBA Information

INDUSTRY NAMES: BUSN (Any type of business); LIB (Library and Information Science)

24/8/91 (Item 10 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01153540 Supplier Number: 40964536 (USE FORMAT 7 FOR FULLTEXT)

**PC CARD SCHEDULES MODEM OPERATION**

Oct, 1989

Word Count: 464

PUBLISHER NAME: Worldwide Videotex

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

24/8/92 (Item 11 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01121667 Supplier Number: 40851560 (USE FORMAT 7 FOR FULLTEXT)

**COMMUNICATIONS CARD TURNS PERSONAL COMPUTERS INTO MESSAGING SYSTEMS**



July, 1989

Word Count: 612

PUBLISHER NAME: Worldwide Videotex

INDUSTRY NAMES: BUSN (Any type of business); INTL (Business,  
International); TELC (Telecommunications)

**24/8/93 (Item 12 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01057579 Supplier Number: 40593621 (USE FORMAT 7 FOR FULLTEXT)

**THE FAX ARE OBVIOUS FOR ELECTRONIC PUBLISHING by Michael Conniff**

Dec 1, 1988

Word Count: 1462

PUBLISHER NAME: LINK Resources Corporation

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation)

**24/8/94 (Item 1 from file: 635)**

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0231479 91-54517

**Computer-Aided Marketing**

PUBL DATE: 910729

WORD COUNT: 905

DATELINE: Austin, TX, US

CLASSIFICATION CODES: 8302 (Software and computer services); 2130  
(Executives)

DESCRIPTORS: Electronic publishing; Entrepreneurs; Software; Southwest

NAMED PERSONS: Forbes, Don

**24/8/95 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0228940 91-51960

**Anybody Looking for a Cheap Thrill?: Local Ad Exec Finds a Newsletter Niche  
With Bargain-Baseament Vacations.**

PUBL DATE: 910716

WORD COUNT: 1,090

DATELINE: LA, US

CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)

DESCRIPTORS: Publishing industry; Market strategy; Entrepreneurs; Southwest

NAMED PERSONS: Irvin, Dale

**24/8/96 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0203591 91-25226

**The Largest Companies Leasing Out Executive Office Suites in L.A. County:  
Ranked by Gross Rentable Square Footage in the County**

PUBL DATE: 910318

WORD COUNT: 3

DATELINE: Los Angeles, CA, US

CLASSIFICATION CODES: 8360 (Real estate)

DESCRIPTORS: Real estate companies; Corporate rankings; Pacific

SPECIAL FEATURE: Table

**24/8/97 (Item 4 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0193941 91-15451

**Ventura Software Inc. Announces New Marketing Program for Business Partners**

PUBL DATE: 910212

WORD COUNT: 264

DATELINE: San Diego, CA, US

COMPANY NAMES: Ventura Software Inc, San Diego, CA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 7000

(Marketing)

DESCRIPTORS: Software industry; Market strategy; Pacific

**24/8/98 (Item 5 from file: 635)**

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0190413 91-11662

**Largest Commercial Printers in the Valley: Ranked by Number of Full-Time**

**Local Employees**

PUBL DATE: 910128

WORD COUNT: 2,901

DATELINE: AZ, US

CLASSIFICATION CODES: 8690 (Publishing industry); 6100 (Human resource planning)

DESCRIPTORS: Printing industry; Size of workforce; Corporate rankings; Mountain

SPECIAL FEATURE: Table

**24/8/99 (Item 6 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0182424 91-03594

**Food for Thought: Restaurants Keep in Touch With Diners Via Newsletter**

PUBL DATE: 901217

WORD COUNT: 457

DATELINE: West Bloomfield, MI, US

COMPANY NAMES: Lark, MI, US, SIC:5811,

CLASSIFICATION CODES: 8380 (Hotels & restaurants)

DESCRIPTORS: Restaurants; Newsletters; Customer services; North Central

NAMED PERSONS: Lark, Jim; Lark, Mary

**24/8/100 (Item 7 from file: 635)**

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0179556 91-00702

**Computer Support for Macintosh**

PUBL DATE: 901126

WORD COUNT: 216

DATELINE: Phoenix, AZ, US

COMPANY NAMES: Computer Support Professionals, Phoenix, AZ, US, SIC:7371,

CLASSIFICATION CODES: 8302 (Software and computer services); 2310

(Planning)

DESCRIPTORS: Computer service industry; Corporate profiles; Mountain

NAMED PERSONS: Peterson, Greg; Peterson, Michelle

**24/8/101 (Item 8 from file: 635)**

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0163527 90-46719

**Home-Based Businesses Soar in Popularity**

PUBL DATE: 900903

WORD COUNT: 503

DATELINE: CA, US

CLASSIFICATION CODES: 5100 (Facilities management)  
DESCRIPTORS: Office management; Cottage industries; Entrepreneurs; Work at home; Industry profiles; Pacific  
SPECIAL FEATURE: Photo

**24/8/102 (Item 9 from file: 635)**  
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0159466 90-42632  
**Largest San Antonio Commercial Printing Companies: Ranked by 1989 Gross Revenues**  
PUBL DATE: 900817  
WORD COUNT: 6,149  
DATELINE: San Antonio, TX, US

CLASSIFICATION CODES: 8690 (Publishing industry); 3100 (Capital & debt management)  
DESCRIPTORS: Printing industry; Corporate rankings; Revenue; Southwest  
SPECIAL FEATURE: Table

**24/8/103 (Item 10 from file: 635)**  
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0147134 90-30169  
**DEST Upgrades and Unbundles Recognize! for the PC, Powerful Omnifont OCR Software**  
PUBL DATE: 900619  
WORD COUNT: 545  
DATELINE: San Jose, CA, US

COMPANY NAMES: Dest Corp, Milpitas, CA, US, DUNS:05-161-3321, SIC:3674,  
CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software & systems); 7500 (Product planning & development)  
DESCRIPTORS: Software houses; Product development; Software packages; OCR; Scanning; Pacific

**24/8/104 (Item 11 from file: 635)**  
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0141114 90-24105  
**First Classified Tracks Market for Used Business Equipment**  
PUBL DATE: 900416  
WORD COUNT: 411  
DATELINE: Cleveland, OH, US

CLASSIFICATION CODES: 8690 (Publishing industry); 2130 (Executives); 7200 (Advertising)  
DESCRIPTORS: Publishing industry; Entrepreneurs; Magazines; Classified advertising; Equipment; North Central  
NAMED PERSONS: Beggs, Barry J.

**24/8/105 (Item 12 from file: 635)**  
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0115938 89-39909  
**High-Tech Tactics**  
PUBL DATE: 891100  
WORD COUNT: 1,587  
DATELINE: Pittsburgh, PA, US

COMPANY NAMES: Mellon Bank, Pittsburgh, PA, US, DUNS:00-791-6018, SIC:6025,  
Westinghouse Electric Corp, Pittsburgh, PA, US,  
DUNS:00-134-3953, SIC:3662;3613, Ticker:WX

Deloitte Haskins & Sells, New York, NY, US, DUNS:00-166-4820  
, SIC:8930,  
Business to Business Office Systems, Pittsburgh, PA, US,  
SIC:8744,

CLASSIFICATION CODES: 5250 (Telecommunications systems)  
DESCRIPTORS: Office automation; Information management; Office equipment;  
Communications systems; High technology; Middle Atlantic  
SPECIAL FEATURE: Chart

**24/8/106 (Item 13 from file: 635)**

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0114520 89-38479

**Quake Could Spur Sales for Survivalist Catalog**

PUBL DATE: 891030

WORD COUNT: 924

DATELINE: Placerville, CA, US

COMPANY NAMES: Survival Supply Co, Placerville, CA, US, SIC:5961,  
CLASSIFICATION CODES: 8390 (Retailing industry)  
DESCRIPTORS: Retailing; Natural disasters; Catalogs; Mail order; Product  
lines; Corporate profiles; Pacific  
NAMED PERSONS: Silva, Bob  
SPECIAL FEATURE: Photo

**24/8/107 (Item 14 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0099994 89-23847

**An Industry Comes of Age: High Technology Has Left Its Print on Gutenberg's  
Invention**

PUBL DATE: 890626

WORD COUNT: 1,692

DATELINE: Denver, CO, US

CLASSIFICATION CODES: 8690 (Publishing industry); 5310 (Production planning  
& control); 5240 (Software & systems)

DESCRIPTORS: Printing industry; Production processes; Industrial equipment;  
Computers; Electronic publishing; Mountain

SPECIAL FEATURE: Photo

**24/8/108 (Item 15 from file: 635)**

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0090279 89-14023

**Retailers Eye Potential Sales: Number of Software Stores Grow With Market**

PUBL DATE: 890403

WORD COUNT: 860

DATELINE: Indianapolis, IN, US

COMPANY NAMES: Egghead Software, Bothell, WA, US, SIC:5734,  
Software Galleria, Indianapolis, IN, US, SIC:5734,  
B Dalton Co, Minneapolis, MN, US, DUNS:02-288-7079, SIC:5942

Walden Book Co Inc, Stamford, CT, US, SIC:5942;5199,

CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)

DESCRIPTORS: Computer stores; Software; Market entry; Competition; Market  
demand; North Central

NAMED PERSONS: Reed, Martin; Stocklin, Rex

SPECIAL FEATURE: Photo

**24/8/109 (Item 16 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0089321 89-13043

**Local Company Finds Niche Publishing Trade Magazines**

PUBL DATE: 890320

WORD COUNT: 1,184

DATELINE: Latham, NY, US

COMPANY NAMES: National Trade Publications Inc, Latham, NY, US, SIC:2721,

CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)

DESCRIPTORS: Publishing industry; Trade publications; Target markets;

Corporate growth; Corporate profiles; Middle Atlantic

NAMED PERSONS: Tyler, Humphrey

SPECIAL FEATURE: Photo

**24/8/110 (Item 17 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0073949 88-32197

**Glut of Newsletters Compete for Same Circulation Base**

PUBL DATE: 881024

WORD COUNT: 1,391

DATELINE: Washington, DC, US

COMPANY NAMES: Pasha Publications, Arlington, VA, US, SIC:2721,

CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)

DESCRIPTORS: Publishing industry; Market saturation; Competition; Market segments; Trade publications; South Atlantic

NAMED PERSONS: Sedgwick, Tod

SPECIAL FEATURE: Photo

**24/8/111 (Item 18 from file: 635)**

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0071609 88-29845

**Businesswoman Finds Niche in Quality Newsletter Production**

PUBL DATE: 880926

WORD COUNT: 903

DATELINE: US

COMPANY NAMES: Canton Graphics & Publishing, Huntington Beach, CA, US,  
SIC:2745,

CLASSIFICATION CODES: 8690 (Publishing industry); 2130 (Executives)

DESCRIPTORS: Publishing industry; Corporate presidents; Career histories; Associations; Women; Entrepreneurs; Pacific

NAMED PERSONS: Caton, Sandra

SPECIAL FEATURE: Photo

**24/8/112 (Item 19 from file: 635)**

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0063380 88-21546

**Ashton-Tate's RapidFile and Deluxe Business Forms to Be Part of a  
Co-Promotion Program**

PUBL DATE: 880803

WORD COUNT: 334

DATELINE: Torrance, CA, US

COMPANY NAMES: Ashton-Tate, Culver City, CA, US, DUNS:03-438-7464,  
SIC:5099;7372, Ticker:TATE

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software & systems); 7000 (Marketing)

DESCRIPTORS: Joint ventures; Software industry; Software packages; Data base management systems; Market strategy; Pacific

NAMED PERSONS: Arrigo, Mike

**24/8/113 (Item 20 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0053031 88-10546

**Third Publishing Go Could Be Rich for Chanecka**

PUBL DATE: 880404

WORD COUNT: 1,416

DATELINE: Sacramento, CA, US

COMPANY NAMES: Senior Spectrum Inc, Sacramento, CA, US, SIC:Ticker:2711

CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)

DESCRIPTORS: Publishing industry; Newspapers; Target markets; Older people;  
Pacific

NAMED PERSONS: Hemig, Ron; Chanecka, Steve; Bloom, Don

SPECIAL FEATURE: Photo

**24/8/114 (Item 21 from file: 635)**

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0050357 88-07868

**The Silent Salesmen**

PUBL DATE: 880200

WORD COUNT: 3,168

DATELINE: Vancouver, BRC, Canada

CLASSIFICATION CODES: 7000 (Marketing)

DESCRIPTORS: Publications; Sales promotions; Market strategy

SPECIAL FEATURE: Logo

**24/8/115 (Item 22 from file: 635)**

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0047939 88-05428

**Publisher Roves the West With Eye Out for the Odd**

PUBL DATE: 880201

WORD COUNT: 1,176

DATELINE: Sacramento, CA, US

CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)

DESCRIPTORS: Newspapers; Startups; Tourism; Entrepreneurs; Market strategy;  
Pacific

NAMED PERSONS: Woodbury, Chuck

SPECIAL FEATURE: Photo

**24/8/116 (Item 23 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0044916 88-02389

**Learning Exchange Offers Alternatives to Students**

PUBL DATE: 871214

WORD COUNT: 750

DATELINE: Hartford, CT, US

COMPANY NAMES: Learning Exchange Inc, Hartford, CT, US, SIC:Ticker:8299

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified)

DESCRIPTORS: Nonprofit organizations; Adult education; Curricula; New  
England

NAMED PERSONS: Maurer, Carol

SPECIAL FEATURE: Photo

**24/8/117 (Item 24 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0040826 87-19539

**That's No Baby Blimp. That's Image**

PUBL DATE: 871019

WORD COUNT: 922

DATELINE: Oakland, CA, US

COMPANY NAMES: Ad-Mart, Dallas, TX, US, SIC:Ticker:7319  
CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
7300 (Sales & selling)  
DESCRIPTORS: Service industries; Advertising media; Executives; Pacific;  
Market penetration; Personal selling  
NAMED PERSONS: Rollerson, Bob  
SPECIAL FEATURE: Photo

**24/8/118 (Item 25 from file: 635)**  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0026977 87-05663  
**Newsletters Moving to Desk-O-Tech**  
PUBL DATE: 870302  
WORD COUNT: 1,161  
DATELINE: Louisville, KY, US  
CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software  
& systems)  
DESCRIPTORS: Publications; Electronic publishing; Software packages; Word  
processing; South Central  
NAMED PERSONS: Griffin, Ken; Hamilton, Deni  
SPECIAL FEATURE: Photo

**24/8/119 (Item 1 from file: 570)**  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01061310 Supplier Number: 40846263  
**Purchasers of software packages**  
July, 1989  
PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
COMPANY NAMES: \*American List Counsel Inc.  
EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List Services**); 5961000 (Mail  
Order Houses); 7372400 (Applications Software)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)  
NAICS CODES: 54186 (Direct Mail Advertising); 45411 (Electronic Shopping  
and Mail-Order Houses); 51121 (Software Publishers)  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING AGENCY: American List Counsel  
ADVERTISING CODES: 46 New Agency Services; 24 Direct Marketing

**24/8/120 (Item 2 from file: 570)**  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01057901 Supplier Number: 40810605  
**National Association of Desktop Publishers**  
June, 1989  
PUBLISHER NAME: Hoke Communications, Inc.  
COMPANY NAMES: \*WMI/Worldata  
EVENT NAMES: \*360 (Services information)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List Services**)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 54186 (Direct Mail Advertising)  
SPECIAL FEATURES: COMPANY  
ADVERTISING AGENCY: WMI/Worldata  
ADVERTISING CODES: 46 New Agency Services; 81 Demographics; 24 Direct  
Marketing

24/8/121 (Item 3 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01057838 Supplier Number: 40809918

**Software-program buyers**

June, 1989

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: \*Rubin Response Management Svcs

EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7331200 ( **Mailing List** Services); 7372400  
(Applications Software)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)

NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers  
)

TRADE NAMES: Macintosh

SPECIAL FEATURES: COMPANY

ADVERTISING AGENCY: Rubin Response Management Services

ADVERTISING CODES: 46 New Agency Services; 81 Demographics

24/8/122 (Item 4 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01056588 Supplier Number: 40796998

**Personal computer software program purchasers**

May 20, 1989

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: \*Rubin Response Management Svcs

EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7331200 ( **Mailing List** Services); 7372400  
(Applications Software)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers  
)

SPECIAL FEATURES: COMPANY

ADVERTISING AGENCY: Rubin Response Management Services

ADVERTISING CODES: 46 New Agency Services; 81 Demographics

24/8/123 (Item 5 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01052647 Supplier Number: 40755032

**ITC Desktop Magazine Debuts With 500,000-Piece Sub Mailing**

April 15, 1989

PUBLISHER NAME: Mill Hollow Corp.

COMPANY NAMES: \*International Typeface Corp.

EVENT NAMES: \*330 (Product information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2721310 (Business & Trade Publications)

INDUSTRY NAMES: BUSN (Any type of business); CNST (Construction and  
Materials)

NAICS CODES: 51112 (Periodical Publishers)

SPECIAL FEATURES: illustration; photograph

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 66 New Media; 52 Advertising Activity; 24 Direct  
Marketing

24/8/124 (Item 6 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01036127 Supplier Number: 40589640

**The Catalog Age report**



Dec, 1988

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*5961000 (Mail Order Houses)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)  
NAICS CODES: 45411 (Electronic Shopping and Mail-Order Houses)  
SPECIAL FEATURES: LOB  
ADVERTISING CODES: 85 Industry Market Data; 34 Research Findings

**24/8/125 (Item 7 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01033570 Supplier Number: 40525206

**People interested in** desktop publishing

Oct, 1988

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
COMPANY NAMES: **Desktop Publishing**  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List** Services); 2721520 (Special  
Interest Periodicals)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)  
NAICS CODES: 54186 (Direct Mail Advertising); 51112 (Periodical  
Publishers)  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 46 New Agency Services; 81 Demographics

**24/8/126 (Item 8 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01017307 Supplier Number: 40040764

**Desktop publishers**

May, 1987

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List** Services); 3573120  
(Microcomputers)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)  
NAICS CODES: 54186 (Direct Mail Advertising); 334111 (Electronic  
Computer Manufacturing)  
ADVERTISING CODES: 55 Company Planning/Goals

**24/8/127 (Item 1 from file: 492)**

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05830256

**COMPUTER SUPPORT FOR MACINTOSH**

MONDAY November 26, 1990

Word Count: 461

DESCRIPTORS: BUSINESS; PROFILE

**24/8/128 (Item 2 from file: 492)**

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05822200

**SMALLER IS BETTER, SOFTWARE PRODUCERS FINDING**

SUNDAY November 18, 1990

Word Count: 934

DESCRIPTORS: TECHNOLOGY

24/8/129 (Item 3 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05787128

**SOFTWARE SALES BOOMING DESPITE SLUGGISH ECONOMY**

SUNDAY October 14, 1990

Word Count: 854

DESCRIPTORS: COMMENTARY; TECHNOLOGY; ENTERTAINMENT

24/8/130 (Item 1 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05564823

**STARTING OUT: AGENCY TRAINS DISABLED FOR JOBS**

MONDAY October 8, 1990

Word Count: 1,176

24/8/131 (Item 2 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05543125

**TRADITIONAL SHOP HELPED BY MAIL ORDERS**

MONDAY July 2, 1990

Word Count: 757

24/8/132 (Item 3 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05068332

**MICROSOFT WORD 5.0 ALSO A 'DOCUMENT PROCESSOR'**

MONDAY October 16, 1989

Word Count: 1,122

24/8/133 (Item 4 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05025150

**SOPHISTICATED NEW RETRIEVAL SYSTEM FOR PCS UNVEILED**

MONDAY April 17, 1989

Word Count: 1,192

24/8/134 (Item 5 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

04537721

**WHITE HOUSE ECONOMIC BULLETIN**

SUNDAY June 12, 1988

Word Count: 162

24/8/135 (Item 1 from file: 498)

DIALOG(R)File 498:(c) 2002 Detroit Free Press Inc. All rts. reserv.

05041543

**EATERIES COOK UP A NEW WAY TO KEEP CUSTOMERS**

SUNDAY October 22, 1989

Word Count: 613

DESCRIPTORS: restaurant; review

24/8/136 (Item 1 from file: 638)

DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

06050162

COMPUTERS MAC DATABASE: MACROS RIGHT ON THE BUTTON

Tuesday February 19, 1991

Word Count: 576

DESCRIPTORS: COMPUTER; PROGRAM

24/8/137 (Item 2 from file: 638)

DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05646130

COMPUTERS SECRETARY PROSPECTS

Tuesday May 22, 1990

Word Count: 577

DESCRIPTORS: COMPUTER

24/8/138 (Item 1 from file: 640)

DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05104330

MORE CATALOGS BEING USED AS ADVERTISING VEHICLES

MONDAY November 27, 1989

Word Count: 920

DESCRIPTORS: BUSINESS; ADVERTISING; MARKETING; RETAIL; SHOPPING; US

24/8/139 (Item 1 from file: 641)

DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

07357057

NEWSLETTER CAN BE POWERFUL MARKETING TOOL FOR PRODUCTS, SERVICES

WEDNESDAY DECEMBER 22, 1993

Word Count: 622

24/8/140 (Item 1 from file: 703)

DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

06540652

COMPUTERS AT WORK AND HOME

FRIDAY THROUGH SUNDAY December 4, 1992

Word Count: 48

DESCRIPTORS: COMPUTER; TREND; STATISTICS

24/8/141 (Item 2 from file: 703)

DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

06514967

NEWSLETTERS REGAIN READERS

MONDAY May 04, 1992

Word Count: 1,104

DESCRIPTORS: MUTUAL FUND; TREND; INVESTMENT

24/8/142 (Item 3 from file: 703)

DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

05566737

**SELF-PUBLISHING FOR IMMORTALITY HOW TO GET STARTED**

THURSDAY November 29, 1990

Word Count: 1,100

DESCRIPTORS: BOOK; AUTHOR; EMPLOYMENT

**24/8/143 (Item 1 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

06536253

**COMFORT WITH THE COMPUTER**

WEDNESDAY, February 5, 1992

Word Count: 1,151

DESCRIPTORS: SPECIAL SECTION; SPECIAL ADVERTISING

**24/8/144 (Item 2 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05518026

**APPLE GIVES COMPUTERS**

THURSDAY January 18, 1990

Word Count: 156

**24/8/145 (Item 3 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05241044

**MAC, SON OF MAC, GRANDSON OF . . . DO SOFTWARE SEQUELS HAVE FAMILIAL RING?**

TUESDAY August 29, 1989

Word Count: 717

**24/8/146 (Item 1 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

07260603

**COMMUNITY: THE ATLANTA PROJECT CLUSTERS 'OUTSIDER' FINDS A NICHE IN HELPING NEWCOMERS**

Thursday September 16, 1993

Word Count: 732

**24/8/147 (Item 2 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06583138

**MANY FACE CATCH 22 IN PAYING FOR TRAINING**

Monday March 23, 1992

Word Count: 725

DESCRIPTORS: BUSINESS; WOMEN; EMPLOYMENT; EDUCATION

**24/8/148 (Item 3 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06281102

**THE PERSONAL COMPUTER A LOOK AT 3 PUBLISHING PROGRAMS - ALL WITH MERIT**

Monday October 7, 1991

Word Count: 675

DESCRIPTORS: COMPUTERS; PUBLICATIONS; AID; EQUIPMENT

24/8/149 (Item 4 from file: 713)

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05817053

**ON YOUR OWN AN OCCASIONAL SERIES ON STARTING A SMALL BUSINESS NEWSLETTERS:  
BUSINESS HAS BOOMED, BUT THE COMPETITION IS NOW STIFFENING**

MONDAY November 12, 1990

Word Count: 1,133

DESCRIPTORS: PUBLICATIONS; BUSINESS; PERSONAL; SERIES; ATLANTA JOURNAL  
CONSTITUTION

24/8/150 (Item 5 from file: 713)

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05529173

**PERSONAL COMPUTER FOR MANY, SPEED MAY NOT KILL - BUT CAN BANKRUPT**

MONDAY January 29, 1990

Word Count: 881

DESCRIPTORS: COMPUTERS; DESIGN

24/8/151 (Item 1 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07048230

**LIFE IN GLEN BURNIE TURNS LIKE SOAP OPERA ON PAPER**

Wednesday, February 17, 1993

Word Count: 701

24/8/152 (Item 2 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06716067

**MAILING-LABEL SOFTWARE ADDRESSES COMMON PROBLEM PROGRAMS OFFER EASY,  
PROFESSIONAL-LOOKING WAY TO PRINT ENVELOPES**

Monday, August 3, 1992

Word Count: 838

24/8/153 (Item 3 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06049049

**COMPETITION YIELDS SOFTWARE BARGAINS**

Monday, February 18, 1991

Word Count: 951

24/8/154 (Item 4 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754153

**NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A  
COMPANY KNOWS ITS STUFF**

Monday, September 10, 1990

Word Count: 1,340

24/8/155 (Item 5 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754132

**DESKTOP DIVING DIVERS DEN FINDS NEWSLETTERS PAY OFF**

Monday, September 10, 1990

Word Count: 516

**24/8/156 (Item 1 from file: 735)**

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

05522721

**TYPING PROGRAM GETS A HIGH MARK**

SUNDAY April 8, 1990

Word Count: 625

DESCRIPTORS: TECHNOLOGY; COST

**24/8/157 (Item 1 from file: 710)**

DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

07465609

**Windows to a database future; Infotech**

Friday, April 16, 1993

Word Count: 1,160

**24/8/158 (Item 1 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00330732 93WN11-014

**Windows: the last word in newsletters**

**19931101**

Descriptors: Newsletters; Newspapers; Desktop Publishing ; Window Software; Fonts; Writing; Typeface

**24/8/159 (Item 2 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00239445 91PU04-115

**Not just whistling Dixie -- Case study #15: Travel South USA**

**19910401**

Descriptors: Case Study; Travel; Computers and Society; Office Automation; Desktop Publishing  
Identifiers: Travel South USA

**24/8/160 (Item 3 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00190497 89HC04-001

**Sell yourself - with a newsletter! Using common desktop publishing tools, small businesses and individuals promote themselves to targeted audiences**

**19890401**

Descriptors: Desktop Publishing ; Newsletters; Publishing

**24/8/161 (Item 4 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00161123 88BR01-070

**Essential Guide to the Library IBM PC, Vol. 5: Buying and Installing Generic Software For Library Use**

**19880100**

Descriptors: SOFTWARE EVALUATION; LIBRARY; IBM PC; BOOK REVIEW  
Identifiers: ESSENTIAL GUIDE TO THE LIBRARY IBM PC, Vol. 5: Buying and Installing Generic Software For Library Use; Meckler

24/8/162 (Item 5 from file: 233)

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00153843 87PU10-009

The newsletter: How to start your own publishing empire

19871000

Descriptors: NEWSLETTERS; DESKTOP PUBLISHING ; DIRECTORIES

?

Set	Items	Description
S1	91303	DESKTOP(W)PUBLISHING
S2	92711	MAILING(W)LIST? ? OR DISTRIBUTION(W)LIST? ?
S3	1250	S1 AND S2
S4	15533858	PD<19940506
S5	177	S4 AND S3
S6	169	RD (unique items)
S7	74679	GREETING(W)CARD? ?
S8	3	S6 AND S7
S9	827	MAILING(W)LIST(W) (SOFTWARE OR ROUTINE OR CODE OR PROGRAM OR MANAGER)
S10	1708	(DISTRIBUTION OR MAILING) (W)LIST(W) (SOFTWARE OR ROUTINE OR CODE OR PROGRAM OR MANAGER OR MANAGEMENT)
S11	79	S1 AND S10
S12	5	S11 AND S4
S13	350	S10 AND S4
S14	0	S7 AND S13
S15	17921358	RECIPIENTS OR CLIENTS OR EMPLOYEES OR CUSTOMERS OR ASSOCIA- TES OR FRIENDS OR RELATIVES

?s s15 and s14  
     17921358 S15  
         0 S14  
     S16 0 S15 AND S14

?s s15 and s13  
     17921358 S15  
         350 S13  
     S17 86 S15 AND S13

?rd  
 >>>Duplicate detection is not supported for File 623.

>>>Records from unsupported files will be retained in the RD set.  
 ...examined 50 records (50)  
 ...completed examining records  
     S18 83 RD (unique items)  
 ?t s18/free/all

**18/8/1 (Item 1 from file: 15)**  
 DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00728371 93-77592

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Try Before You Buy with Shareware** WORD COUNT: 1015 LENGTH: 2 Pages  
 Jul 1992  
 GEOGRAPHIC NAMES: US

DESCRIPTORS: Credit unions; Sharing; Software; Distributors;  
 Characteristics; Advantages  
 CLASSIFICATION CODES: 9190 (CN=United States); 8120 (CN=Retail banking);  
 5240 (CN=Software & systems); 7400 (CN=Distribution)

**18/8/2 (Item 2 from file: 15)**  
 DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727161 93-76382

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**How to Find a Postal Pro** WORD COUNT: 2051 LENGTH: 2 Pages  
 Jul 1992  
 GEOGRAPHIC NAMES: US

DESCRIPTORS: Mail order houses; Outsourcing; Postal & delivery services;  
 Experts; Characteristics  
 CLASSIFICATION CODES: 9190 (CN=United States); 8303 (CN=Wholesale industry)  
 ; 5120 (CN=Purchasing)

**18/8/3 (Item 3 from file: 15)**  
 DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.



00725038 93-74259

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Why Sizzle Outsell's Steak** WORD COUNT: 1385 LENGTH: 2 Pages  
Apr 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Copy; Effectiveness;  
Recommendations

CLASSIFICATION CODES: 9190 (CN=United States); 8303 (CN=Wholesale industry);  
7200 (CN=Advertising)

**18/8/4 (Item 4 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00631115 92-46055

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Mail Power: How a Fully Automated Mail Center Can Help Any Business**  
WORD COUNT: 2498 LENGTH: 6 Pages  
Aug 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Mailrooms; Postal rates; Office automation; Office equipment;  
Trends; Applications; Advantages

CLASSIFICATION CODES: 5200 (CN=Communications & information management);  
8650 (CN=Electrical & electronics industries); 9190 (CN=United States)

**18/8/5 (Item 5 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596906 92-12079

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Technology Is Not a Downsizing Cure-All** WORD COUNT: 1118 LENGTH: 1  
Pages  
Feb 10, 1992

DESCRIPTORS: Downsizing; Technological change; Costs; Outsourcing;  
Centralization

CLASSIFICATION CODES: 5220 (CN=Data processing management)

**18/8/6 (Item 6 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00554670 91-29027

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The 1991 Guide: A Galaxy of Software Developing Programs for Desktop List  
Analysis Selecting the Right Software System** WORD COUNT: 11686  
LENGTH: 15 Pages

Jun 1991

COMPANY NAMES:

Uni-Mail List Corp

Fox Software

International Software Technology

Computer Solutions Inc (DUNS:07-660-9304)

Salinon Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Software reviews; Product reviews;  
Characteristics; Manyproducts; Manycompanies; Direct mail campaigns;  
Selection

CLASSIFICATION CODES: 9190 (CN=United States); 9120 (CN=Product specific);  
5240 (CN=Software & systems); 7200 (CN=Advertising)

**18/8/7 (Item 7 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00424180 88-41013

**When Autumn Leaves Turn to Frowns . . .** LENGTH: 2 Pages

Oct 17, 1988

COMPANY NAMES:

St Jean & Associates

DESCRIPTORS: Meetings; Seasonal; Case studies; Service industries; Planners  
; Insurance companies; Corporate presidents

CLASSIFICATION CODES: 8200 (CN=Insurance industry); 9110 (CN=Company  
specific); 8300 (CN=Service industries not elsewhere classified)

18/8/8 (Item 8 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00277977 85-18411

**Use a Computer for Your Mailing List Management** LENGTH: 2 Pages

May 1985

DESCRIPTORS: Computer based; Mailing lists; Applications; Guidelines

CLASSIFICATION CODES: 5220 (CN=Data processing management); 9150  
(CN=Guidelines); 5110 (CN=Office management)

18/8/9 (Item 9 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00246370 84-24930

**Increased Profits Courtesy of NEC** LENGTH: 2 Pages

Jun 1984

DESCRIPTORS: Advertising agencies; Microcomputers; Implementations; Case  
studies; Applications

CLASSIFICATION CODES: 8300 (CN=Service industries not elsewhere classified)  
; 9110 (CN=Company specific); 5230 (CN=Computer hardware)

18/8/10 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02836170 Supplier Number: 43815285 (USE FORMAT 7 FOR FULLTEXT)

**She's mail dominant**

May 3, 1993

Word Count: 758

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: \*Quality Mailing Service

EVENT NAMES: \*220 (Strategy & planning)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7319500 (Direct Marketing Services)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 54186 (Direct Mail Advertising)

SPECIAL FEATURES: COMPANY

18/8/11 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)

**Software shopping for small businesses**

March 14, 1993

Word Count: 703

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 51121 (Software Publishers)

**18/8/12 (Item 3 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02664924 Supplier Number: 43551865 (USE FORMAT 7 FOR FULLTEXT)

**FOR VSS, PROGRAM IS THE ANSWER**

Jan, 1993

Word Count: 1010

PUBLISHER NAME: Lebhar-Friedman, Inc.

COMPANY NAMES: \*Virginia Specialty Stores Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5631000 (Women's Specialty Stores)

INDUSTRY NAMES: BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 44815 (Clothing Accessories Stores)

SPECIAL FEATURES: LOB; COMPANY

**18/8/13 (Item 4 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02357569 Supplier Number: 43092859 (USE FORMAT 7 FOR FULLTEXT)

**Agencies Must Automate, But With A Purpose**

June 22, 1992

Word Count: 944

PUBLISHER NAME: National Underwriter Company

EVENT NAMES: \*260 (General services)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*6300000 (Insurance); 6411000 (Insurance Agents & Brokers)

INDUSTRY NAMES: BUSN (Any type of business); INSR (Insurance and Human Resources)

NAICS CODES: 524 (Insurance Carriers and Related Activities); 52421 (Insurance Agencies and Brokerages)

SPECIAL FEATURES: LOB; INDUSTRY

**18/8/14 (Item 5 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02216098 Supplier Number: 42888616 (USE FORMAT 7 FOR FULLTEXT)

**Arc Tangent, Inc. Introduces New Products Enhances Current Products  
Targeting Small to Medium Size Businesses**

April 3, 1992

Word Count: 1135

PUBLISHER NAME: Various

COMPANY NAMES: \*Arc Tangent Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372410 (Business Applications Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Business Mail; Professional Mail v2.05; Zip++

SPECIAL FEATURES: COMPANY

**18/8/15 (Item 6 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02183588 Supplier Number: 42841327 (USE FORMAT 7 FOR FULLTEXT)

**NCI announces mainframe printing without the mainframe**

March 19, 1992

Word Count: 626

PUBLISHER NAME: Various

COMPANY NAMES: \*NCI Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U7TX (Texas)  
PRODUCT NAMES: \*3573291 (Computer Peripheral Interfaces); 7372540  
(Desktop Utilities)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 334119 (Other Computer Peripheral Equipment Manufacturing);  
51121 (Software Publishers)  
TRADE NAMES: Eliminator  
SPECIAL FEATURES: COMPANY

**18/8/16 (Item 7 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02179872 Supplier Number: 42835529 (USE FORMAT 7 FOR FULLTEXT)  
**Putting on the hits: How software vendors go gold**  
March 16, 1992  
Word Count: 900  
PUBLISHER NAME: CMP Publications, Inc.  
COMPANY NAMES: \*Chip Soft; MECA Software L.L.C.; Micrografx Inc.;  
MySoftware Co.; WizardWorks Group Inc.  
EVENT NAMES: \*330 (Product information); 240 (Marketing procedures); 650  
(Sales & consumption)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7372400 (Applications Software); 7372440 (Graphics  
Software); 7372411 (General Accounting & Financial Software); 7372000  
(Computer Software); 7372419 (Business Applications Software NEC)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation); RETL (Retailing)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: MECA; MGXI; MYSW  
SPECIAL FEATURES: LOB; COMPANY

**18/8/17 (Item 8 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01964344 Supplier Number: 42512553 (USE FORMAT 7 FOR FULLTEXT)  
**Hear, watch, and sell the customer**  
Nov 11, 1991  
Word Count: 2091  
PUBLISHER NAME: Forbes, Inc.  
COMPANY NAMES: \*American List Corp.; Franklin Resources Inc.; Group One  
Software Inc.; Paychex Inc.  
EVENT NAMES: \*220 (Strategy & planning)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7374332 (Payroll Computer Services); 7372000 (Computer  
Software); 7374300 (Specialized Computer Services); 6211000  
(Securities Dealers)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51421 (Data Processing Services); 51121 (Software  
Publishers); 52311 (Investment Banking and Securities Dealing)  
TICKER SYMBOLS: AMZ; BEN; PAYX  
SPECIAL FEATURES: LOB; COMPANY

**18/8/18 (Item 9 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01901871 Supplier Number: 42421241 (USE FORMAT 7 FOR FULLTEXT)  
**Biz\*Base (TM) Contact Management System Now Distributed By Egghead Discount  
Software.**  
Oct 7, 1991  
Word Count: 313  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Egghead Inc.  
EVENT NAMES: \*380 (Strategic alliances)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*7372410 (Business Applications Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: EGGS  
TRADE NAMES: Personal Biz Base; Biz Base; Biz Base Gold; Biz Base LAN  
SPECIAL FEATURES: COMPANY

**18/8/19 (Item 10 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01655244 Supplier Number: 42051915 (USE FORMAT 7 FOR FULLTEXT)

**RENA OFFERS SPECIAL EDITION OF PROFESSIONAL MAIL SOFTWARE**

May 1, 1991

Word Count: 540

PUBLISHER NAME: Various

COMPANY NAMES: \*Arc Tangent Inc.; Rena Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U2PA (Pennsylvania)

PRODUCT NAMES: \*7372440 (Graphics Software); 7372420 (Database Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Arc Tangent Professional Mail; Professional Mail

SPECIAL FEATURES: COMPANY

**18/8/20 (Item 11 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01496532 Supplier Number: 41815465 (USE FORMAT 7 FOR FULLTEXT)

**SEARA ANNOUNCES THE RELEASE OF LegalREV**

Jan 25, 1991

Word Count: 366

PUBLISHER NAME: Various

COMPANY NAMES: \*SEARA Information Strategy

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)

PRODUCT NAMES: \*3573092 (Legal Information Computer Systems)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: LegalREV

SPECIAL FEATURES: COMPANY

**18/8/21 (Item 12 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01482171 Supplier Number: 41794373

**Burch Acquires The Wzzards Inc**

Jan 14, 1991

PUBLISHER NAME: Gemini Publications

COMPANY NAMES: \*Burch Co.; Wzzards

EVENT NAMES: \*160 (Asset sales & divestitures); 150 (Acquisitions & mergers)

GEOGRAPHIC NAMES: \*1U3MI (Michigan)

PRODUCT NAMES: \*7392600 (Marketing Consulting Services); 2700010 (Printing)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 541614 (Process, Physical Distribution, and Logistics Consulting Services); 32311 (Printing)

SPECIAL FEATURES: COMPANY

**18/8/22 (Item 13 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01464662 Supplier Number: 41768227 (USE FORMAT 7 FOR FULLTEXT)

**Packet/PC Picks Up An In-House Program From Travelers Insurance**

Jan, 1991

Word Count: 568

PUBLISHER NAME: BPI Communications, Inc.

COMPANY NAMES: \*Packet-PC Inc.; Travelers Insurance Co.

EVENT NAMES: \*440 (Facilities & equipment); 330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372600 (Computer Network & Communications Software)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Synchrony

SPECIAL FEATURES: illustration; photograph

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 57 New Products/Services; 58 Licensing/Sales  
Agreements

**18/8/23 (Item 14 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01306991 Supplier Number: 41533129 (USE FORMAT 7 FOR FULLTEXT)

**REAL USE OF AI**

Sept 3, 1990

Word Count: 1310

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*AICorp Inc.; Sara Lee Corp.

EVENT NAMES: \*440 (Facilities & equipment); 330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*9980000 (Diversified Companies); 7372005 (Artificial  
Intelligence Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation); TELC (Telecommunications)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: AICP; SLE

SPECIAL FEATURES: INDUSTRY; COMPANY

**18/8/24 (Item 15 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01235451 Supplier Number: 41430550

**PERFECT MAIL-MERGING WITH Perfect MATCH**

July 9, 1990

PUBLISHER NAME: Various

COMPANY NAMES: Davis Rubin Associates

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 4EUUK (United Kingdom)

PRODUCT NAMES: \*7372540 (Desktop Utilities)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: COMPANY

**18/8/25 (Item 1 from file: 148)**

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01890437 SUPPLIER NUMBER: 02827466 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**New and practical for the mailroom.**

July, 1983

WORD COUNT: 1697 LINE COUNT: 00140

SPECIAL FEATURES: illustration; photograph

INDUSTRY CODES/NAMES: CMPT Computers and Office Automation

DESCRIPTORS: Office mail procedures--Equipment and supplies; Mail sorting  
--Equipment and supplies; Office equipment and supplies--Innovations;

Electronic office machines--Innovations

FILE SEGMENT: MI File 47

18/8/26 (Item 2 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01764355 SUPPLIER NUMBER: 02657160 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Epson HX-20 computer. (evaluation)**

March, 1983

WORD COUNT: 4645 LINE COUNT: 00340

SPECIAL FEATURES: illustration; photograph

INDUSTRY CODES/NAMES: CMPT Computers and Office Automation

DESCRIPTORS: Computers--Evaluation

TRADE NAMES: Epson HX-20 Computer(Computer)--evaluation

FILE SEGMENT: MI File 47

18/8/27 (Item 3 from file: 148)

DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

01755370 SUPPLIER NUMBER: 02578322 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**A trio of desktop business computers. (evaluation)**

Jan, 1983

WORD COUNT: 5625 LINE COUNT: 00421

SPECIAL FEATURES: illustration; photograph; graph

INDUSTRY CODES/NAMES: CMPT Computers and Office Automation; ELEC  
Electronics

DESCRIPTORS: Microcomputers--Evaluation

TRADE NAMES: Victor 9000 (computer)--evaluation; Apple III (computer)--  
evaluation; North Star Advantage (computer)--evaluation

FILE SEGMENT: MI File 47

18/8/28 (Item 1 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01120882 Supplier Number: 40933011 (USE FORMAT 7 FOR FULLTEXT)

**CLARION SOFTWARE ENHANCES ITS PROFESSIONAL DEVELOPER WITH TWO NEW  
DEVELOPMENT TOOLS**

Sept 8, 1989

Word Count: 651

PUBLISHER NAME: Various

COMPANY NAMES: \*Clarion Software Corp.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5FL (Florida)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Software Distribution Kit; ZIP Code Language Extension Module  
; LEM

18/8/29 (Item 2 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01112494 Supplier Number: 40831612 (USE FORMAT 7 FOR FULLTEXT)

**AVERY INTRODUCES PC SOFTWARE THAT GIVES A DESKTOP-PUBLISHED LOOK TO LASER  
PRINTER LABELS**

June 19, 1989

Word Count: 882

PUBLISHER NAME: Various

COMPANY NAMES: \*Ancier Technologies; Avery Inc.; Siechert & Wood

EVENT NAMES: \*380 (Strategic alliances)

GEOGRAPHIC NAMES: \*1U9CA (California)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: AVRY

TRADE NAMES: LabelPro

**18/8/30 (Item 3 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01082681 Supplier Number: 40476286 (USE FORMAT 7 FOR FULLTEXT)  
**Marketing and Sales Management Software System Now Available For AS/400**  
August 15, 1988  
Word Count: 253  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Marketing Information Systems Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U3IL (Illinois)  
PRODUCT NAMES: \*7372420 (Database Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: MSM AS/400

**18/8/31 (Item 4 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01041585 Supplier Number: 40055706 (USE FORMAT 7 FOR FULLTEXT)  
**New Mail List Management Software for Lotus Symphony**  
May 15, 1987  
Word Count: 422  
PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*Front Row Systems  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1U5GA (Georgia)  
PRODUCT NAMES: \*7372420 (Database Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: Mailbox

**18/8/32 (Item 5 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01016073 Supplier Number: 39636718 (USE FORMAT 7 FOR FULLTEXT)  
**Mail-Track-II with LetterMergeII available for IBM's Personal Computers**  
Nov 27, 1985  
Word Count: 557  
PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*Sapana Micro Software  
GEOGRAPHIC NAMES: \*1U4KS (Kansas)  
PRODUCT NAMES: \*7372419 (Business Applications Software NEC)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: Mail-Track-II; LetterMergeII

**18/8/33 (Item 6 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01000961 Supplier Number: 39486983 (USE FORMAT 7 FOR FULLTEXT)  
**BILINGUAL, SPANISH/ENGLISH WORD PROCESSOR BY QUADSOFT (TM)**  
March, 1985  
Word Count: 446  
PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*Intelligent Systems Corp.; Quadram  
GEOGRAPHIC NAMES: \*1U5GA (Georgia)  
PRODUCT NAMES: \*7372412 (Word Processing Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: INS  
TRADE NAMES: Bilingual



**18/8/34 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01260547 SUPPLIER NUMBER: 07153011 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**MicroPro's new Word: heading for Star-dom. (WordStar 4.0) (evaluation)**

Nov 21, 1988

WORD COUNT: 1301 LINE COUNT: 00100

COMPANY NAMES: MicroPro International Corp.--Products

DESCRIPTORS: Word Processing; Software Packages; Evaluation

SIC CODES: 7372 Prepackaged software

TICKER SYMBOLS: MPRO

TRADE NAMES: WordStar 5.0 (Word processing software)--evaluation

FILE SEGMENT: CD File 275

**18/8/35 (Item 2 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01257968 SUPPLIER NUMBER: 07085881 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pocket Address Book enhanced. (Address Book Plus from Channelmark) (product announcement)**

Oct 31, 1988

WORD COUNT: 360 LINE COUNT: 00027

COMPANY NAMES: Channelmark Corp.--Product introduction

DESCRIPTORS: Mailing List; Product Introduction; Software Packages; Enhancements; DBMS

SIC CODES: 7372 Prepackaged software

TRADE NAMES: Address Book Plus (Desktop accessory software)

FILE SEGMENT: CD File 275

**18/8/36 (Item 3 from file: 275)**

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01256130 SUPPLIER NUMBER: 07139709 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Little big D. (Software Review) (Caltex Software Inc's D The Data Language 2.7) (evaluation)**

Dec, 1988

WORD COUNT: 7969 LINE COUNT: 00638

SPECIAL FEATURES: illustration; table; graph

COMPANY NAMES: Caltex Software Inc.--Products

DESCRIPTORS: Evaluation; DBMS

SIC CODES: 7372 Prepackaged software

TRADE NAMES: D the Data Language 2.7 (Data base management system)--evaluation

FILE SEGMENT: CD File 275

**18/8/37 (Item 4 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01252570 SUPPLIER NUMBER: 06950021 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**The help folder.**

Oct, 1988

WORD COUNT: 3616 LINE COUNT: 00258

FILE SEGMENT: CD File 275

**18/8/38 (Item 5 from file: 275)**

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01252393 SUPPLIER NUMBER: 06879193 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**WordStar Professional Release 5 shows signs of the times. (from Micropro International Corp.) (product announcement)**

Aug 1, 1988

WORD COUNT: 746 LINE COUNT: 00057

COMPANY NAMES: MicroPro International Corp.--Product introduction  
DESCRIPTORS: Word Processing; Menus; Product Introduction; Software Packages; Enhancements  
SIC CODES: 7372 Prepackaged software  
TICKER SYMBOLS: MPRO  
TRADE NAMES: WordStar Professional 5.0 (Word processing software)--Product introduction  
FILE SEGMENT: CD File 275

**18/8/39 (Item 6 from file: 275)**

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01250914 SUPPLIER NUMBER: 06729811 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**CoCo Address Book - maintain mailing lists. (Software Review) (evaluation)**

June, 1988

WORD COUNT: 680 LINE COUNT: 00050

COMPANY NAMES: Bob's Software--Computer programs  
DESCRIPTORS: Software Packages; Evaluation; Mailing List; List Processing ; Disk/File Management Software  
SIC CODES: 7372 Prepackaged software  
PROGRAMMING LANGUAGE: BASIC  
FILE SEGMENT: CD File 275

**18/8/40 (Item 7 from file: 275)**

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01246950 SUPPLIER NUMBER: 06985831 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**C.A.R.D. releases version 2.0 of POS+ retail management software package.**

**(Computer Applications Research and Development) (product announcement)**

Sept 19, 1988

WORD COUNT: 312 LINE COUNT: 00025

COMPANY NAMES: Computer Applications Research and Development--Product introduction  
DESCRIPTORS: Product Introduction; POS Systems; Software Packages; Inventory Control; Payroll Software; Sales Analysis; Mailing List  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: POS+ 2.0 (Computer program)--Product introduction  
FILE SEGMENT: CD File 275

**18/8/41 (Item 8 from file: 275)**

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01243831 SUPPLIER NUMBER: 06688883 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Workgroup productivity boosters. (Software Review) (one of five related articles on connectivity) (overview article to 17 evaluations of 17 LAN-oriented application packages) (evaluation)**

June 14, 1988

WORD COUNT: 871 LINE COUNT: 00071

SPECIAL FEATURES: illustration; table  
COMPANY NAMES: PCC-Systems--Products; Spectre Software--Products; JURISoft Inc.--Products; Action Technologies Inc.--Products; Delta Technology International Inc.--Products; Broderbund Software Inc.--Products; Conetic Systems Inc.--Products; KeyLogic Inc.--Products; NCompass Software Inc.--Products; Connect Computer Company Inc.--Products; Bartel Software Inc.--Products; Deeresoft Inc.--Products; Brightwork Development Inc.--Products; Consumers Software Inc.--Products; Futuresoft System Designs Inc.--Products; R+R Associates Inc.--Products; Leader

Systems Inc.--Products

DESCRIPTORS: LAN; Productivity; Applications; Evaluation

SIC CODES: 7372 Prepackaged software

TRADE NAMES: Command Performance (Computer program)--evaluation; cc:Mail LAN Package for OS/2 (Electronic mail system)--evaluation; CompareRite 2.0 (Text processing software)--evaluation; The Coordinator 1.5N (Electronic mail system)--evaluation; Direct Net (Computer program)--evaluation; ForComment 1.14 (Text editor)--evaluation; Higgins 2.2 (Office automation software)--evaluation; LANBatch 2.0 (Utility program)--evaluation; Lanscape 1.1 (Computer program)--evaluation; LANscope (Network management software)--evaluation; Le Menu, Network Version 3.1 (Computer program)--evaluation; Magic Menu (Computer program)--evaluation; NETmanager (Computer network software)--evaluation; Network Courier Inter-Network Version (Computer program)--evaluation; Right Hand Man 4.1 (Personal information management system)--evaluation; Shoebox 3 2.2 (Personal information management system)--evaluation; Workstation Wizard (Computer program)--evaluation; LANWatch (Network management software)--evaluation

OPERATING PLATFORM: MSDOS

FILE SEGMENT: CD File 275

**18/8/42 (Item 9 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01243773 SUPPLIER NUMBER: 06266018 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**"Au" is golden symbol for options maven. (Computer tools of precious metal portfolio manager Henry S. Brown)**

March, 1988

WORD COUNT: 2161 LINE COUNT: 00167

COMPANY NAMES: Options Software International--Computer programs

DESCRIPTORS: Portfolio Management; Case Study

SIC CODES: 6282 Investment advice; 7372 Prepackaged software; 3571 Electronic computers; 3577 Computer peripheral equipment, not elsewhere classified

TRADE NAMES: OptionVue Plus (Computer program)--evaluation

FILE SEGMENT: CD File 275

**18/8/43 (Item 10 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01211233 SUPPLIER NUMBER: 04739025 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Client List. (Software Review) (mailing-list managers) (evaluation)**

March 31, 1987

WORD COUNT: 15602 LINE COUNT: 01175

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Navic Software--Computer programs

DESCRIPTORS: Mailing List; Evaluation; DBMS; Software Packages; Mail Preparation; Office Automation

SIC CODES: 7372 Prepackaged software

TRADE NAMES: Client List (Data base management system)--evaluation

OPERATING PLATFORM: MSDOS

PROGRAMMING LANGUAGE: BASIC

FILE SEGMENT: CD File 275

**18/8/44 (Item 11 from file: 275)**

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01196045 SUPPLIER NUMBER: 04739037

**Mailer. (Software Review) (mailing-list managers) (evaluation)**

March 31, 1987

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Maurizi Associates --Computer programs

DESCRIPTORS: Software Packages; Mailing List; Evaluation; DBMS; Mail Preparation; Office Automation  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: Mailer 2.5 (Data base management system)--evaluation  
OPERATING PLATFORM: MSDOS  
FILE SEGMENT: CD File 275

**18/8/45 (Item 12 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01196039 SUPPLIER NUMBER: 04739031

**Label Master. (Software Review) (mailing-list managers) (evaluation)**

March 31, 1987

SPECIAL FEATURES: illustration; table  
COMPANY NAMES: RKS Associates --Computer programs  
DESCRIPTORS: Evaluation; DBMS; Mailing List; Software Packages; Public Software; Labels; Mail Preparation; Office Automation  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: Label Master 3.0 (Data base management system)--evaluation  
OPERATING PLATFORM: MSDOS  
FILE SEGMENT: CD File 275

**18/8/46 (Item 13 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01177762 SUPPLIER NUMBER: 04586610 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**On-line searches made easy. (search-assistance services)**

Nov 25, 1986

WORD COUNT: 2679 LINE COUNT: 00207

SPECIAL FEATURES: illustration; photograph; table  
COMPANY NAMES: Western Union Telegraph Co.--Information services  
DESCRIPTORS: Online; Database; Searching; Data Management; Information Services; Products; Shell Programs; Evaluation; User Interface; Online Information Service; E-Mail  
SIC CODES: 2741 Miscellaneous publishing  
FILE SEGMENT: CD File 275

**18/8/47 (Item 14 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01168535 SUPPLIER NUMBER: 04322108

**Proposed database manager would be designed for easy use.**

Aug 19, 1986

COMPANY NAMES: Software Publishing Corp.--Product development  
DESCRIPTORS: Computer Software Industry; Product Development; Survey; DBMS; Software Design; Relational Data Base Management Systems; User Interface; User-Friendliness  
SIC CODES: 7372 Prepackaged software  
FILE SEGMENT: CD File 275

**18/8/48 (Item 15 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01142320 SUPPLIER NUMBER: 00645559

**Automated Bookkeeping System Aids Customer Services: Firm's On-line System Tailors Client Reports.**

Sept. 9, 1985

DESCRIPTORS: Data Base Administration; Customer Service; Mailing List; Mail Order  
TRADE NAMES: VS 80

FILE SEGMENT: CD File 275

**18/8/49 (Item 16 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01120604 SUPPLIER NUMBER: 00647901

**MicroPro's InforStar+.**

Jan., 1985

SPECIAL FEATURES: illustration; photograph

DESCRIPTORS: Evaluation; DBMS; Software Packages; Data Dictionaries

TRADE NAMES: InfoStar+--evaluation

FILE SEGMENT: CD File 275

**18/8/50 (Item 17 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01119287 SUPPLIER NUMBER: 00623603

**Mailer Delivers on Output Features - But, Input?**

June, 1985

SPECIAL FEATURES: illustration; table

DESCRIPTORS: Software Packages; Evaluation; Microcomputer; Mailing List;  
Labels

TRADE NAMES: Mailer--evaluation

FILE SEGMENT: CD File 275

**18/8/51 (Item 18 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01103531 SUPPLIER NUMBER: 00566646 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Project: Data Base: Part 7.**

Sept. 4, 1984

WORD COUNT: 18541 LINE COUNT: 01417

DESCRIPTORS: DBMS; Microcomputer; Personal Computers; Evaluation;

Products; Software Packages

FILE SEGMENT: CD File 275

**18/8/52 (Item 19 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01103250 SUPPLIER NUMBER: 00530005 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**A New Breed of Applications.**

Feb. 7, 1984

WORD COUNT: 1031 LINE COUNT: 00081

SPECIAL FEATURES: illustration; photograph

DESCRIPTORS: Microcomputer; Personal Computers; Software; Software  
Packages; DBMS; Accounting; Mailing List; Applications

TRADE NAMES: The Champion--evaluation; dNAMES--evaluation

FILE SEGMENT: CD File 275

**18/8/53 (Item 20 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01102820 SUPPLIER NUMBER: 00545518 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Designer Software from ASID.**

May 1, 1984

WORD COUNT: 1038 LINE COUNT: 00086

DESCRIPTORS: Software Packages; Word Processing; Accounting; New Product;  
Drafting; Software; Computer-Aided Design; Design; Personal Computers;

Evaluation; Professional Associations  
TRADE NAMES: Designwright--evaluation  
OPERATING PLATFORM: MS-DOS  
FILE SEGMENT: CD File 275

18/8/54 (Item 21 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01102709 SUPPLIER NUMBER: 00592902 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Price Waterhouse: Accounting for the Success of PCs.**

April 10, 1984

WORD COUNT: 2476 LINE COUNT: 00196

COMPANY NAMES: Price Waterhouse & Co.--Purchasing  
DESCRIPTORS: Accounting; Personal Computers; Microcomputer; Software  
Packages; Spreadsheet Software; Applications; Accounting Services  
TRADE NAMES: IBM PC  
FILE SEGMENT: CD File 275

18/8/55 (Item 22 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01052953 SUPPLIER NUMBER: 00543169

Mailing - List Management **Interfaces With Many Word-Processing  
Programs: Mailer.**

April, 1984

DESCRIPTORS: New Product; Personal Computers; Mailing List; Software  
TRADE NAMES: Mailer  
FILE SEGMENT: CD File 275

18/8/56 (Item 23 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01019466 SUPPLIER NUMBER: 00518741

**Word Processing on Your Apple.**

Aug., 1983

SPECIAL FEATURES: illustration; -Other  
DESCRIPTORS: Word Processing; Evaluation; Program Editor; Microcomputer;  
Software Packages; Special-Purpose Adapter/Controller  
TRADE NAMES: Easy Writer-Professional Word Processing System Information  
Unlimited Software--evaluation; Pie Writer Hayden Software--evaluation;  
Format Kensington Microware Ltd.--evaluation; SANDY Word Processors VIP  
Software Inc.--evaluation; APPLE WRITER Apple Computer Co. Inc.--  
evaluation; Write Away Midwest Software **Associates** --evaluation; The  
Word Handler Silicon Valley Systems, Inc.--evaluation; Screen Writer On  
Line Systems--evaluation; Zardax Computer Solutions--evaluation; WordStar  
3.01P MicroPro International Corp.--evaluation; The Executive Secretary  
SOF-SYS, Inc.--evaluation; MAGIC Window II ARTSCI, Inc.--evaluation  
OPERATING PLATFORM: DOS; DOS 3.2; DOS 3.3  
FILE SEGMENT: CD File 275

18/8/57 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0165052 BW274

**WORDSTAR INTL: WordStar announces three new products**

February 26, 1990

Byline: Business Editors/Computer Writers  
Word Count: 672

18/8/58 (Item 2 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.  
0155376 BW055

**DILWORTH SOFTWARE: Dilworth Software introduces "Instant-Office" integrated software, automates office tasks - handles names, addresses, phone numbers**

December 7, 1989

Byline: Business Editors  
Word Count: 605

18/8/59 (Item 3 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.  
0011907 BW521

**Business Wire Recap**

May 14, 1986

Byline: Editors  
Word Count: 287

18/8/60 (Item 1 from file: 813)  
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.  
0214761 PH020  
**BUSINESS SESSIONS FOCUS ON MAIL INDUSTRY**

DATE: October 29, 1989  
WORD COUNT: 442

COMPANY NAME: U.S. POSTAL SERVICE  
STATE: PENNSYLVANIA (PA)  
SECTION HEADING: BUSINESS; CITY

18/8/61 (Item 1 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02084955 Supplier Number: 43842627 (USE FORMAT 7 FOR FULLTEXT)  
**IS VIDEO MARKETING'S NEXT FRONTIER IN DIRECT MAIL SALES?**  
May 17, 1993  
Word Count: 543  
PUBLISHER NAME: Phillips Business Information, Inc.  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); ARTS (Arts and Entertainment); BUSN (Any type of business)

18/8/62 (Item 2 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01268578 Supplier Number: 41374645 (USE FORMAT 7 FOR FULLTEXT)  
**CALLER ID: WHAT'S THE PROBLEM? - Editorial by D. Blankenhorn**  
June 5, 1990  
Word Count: 853  
PUBLISHER NAME: Newsbytes News Network  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**18/8/63 (Item 3 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01167946 Supplier Number: 41015697 (USE FORMAT 7 FOR FULLTEXT)

**COMPARING AT&T AND MCI FAX OFFERINGS**

Nov 6, 1989

Word Count: 181

PUBLISHER NAME: Newsbytes News Network

COMPANY NAMES: \*American Tel & Tel; MCI Communications Corp.

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*4811500 (Specialized Telecommunication Services)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

NAICS CODES: 51331 (Wired Telecommunications Carriers)

TICKER SYMBOLS: MCIC

**18/8/64 (Item 4 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01166137 Supplier Number: 41008349 (USE FORMAT 7 FOR FULLTEXT)

**COMPANIES TO PROVIDE COMBINED GLOBAL NETWORKING**

Nov, 1989

Word Count: 984

PUBLISHER NAME: Worldwide Videotex

INDUSTRY NAMES: BUSN (Any type of business); INTL (Business, International); TELC (Telecommunications)

**18/8/65 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0167946 90-51176

**Software Automates Traditional Cold Calling**

PUBL DATE: 901001

WORD COUNT: 522

DATELINE: Nashville, TN, US

COMPANY NAMES: Salespro International, Nashville, TN, US, SIC:7372,  
Cumberland Consulting Group Inc, US, SIC:8748,

CLASSIFICATION CODES: 8390 (Retailing industry); 5240 (Software & systems);  
7300 (Sales & selling)

DESCRIPTORS: Retailing industry; Automation; Direct marketing; Software;  
Data base management; South Central

NAMED PERSONS: Barnett, Ron; Ellers, Don

**18/8/66 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0134160 90-16888

**Diversity Keys Firm's Growth**

PUBL DATE: 900409

WORD COUNT: 807

DATELINE: Grand Rapids, MI, US

COMPANY NAMES: Wzzards Inc, Grand Rapids, MI, US, SIC:7389,

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
2310 (Planning)

DESCRIPTORS: Packaging services; Mailings; Warehouses; Corporate profiles;  
North Central

NAMED PERSONS: Schramm, Pegge

**18/8/67 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.



0128292 90-10977

**WordStar Announces Three New Products**

PUBL DATE: 900226

WORD COUNT: 658

DATELINE: San Rafael, CA, US

COMPANY NAMES: WordStar International Inc, San Rafael, CA, US,

DUNS:09-309-5867, SIC:7372, Ticker:WDST

CLASSIFICATION CODES: 8302 (Software and computer services); 7500 (Product planning & development); 5240 (Software & systems)

DESCRIPTORS: Software houses; Product introduction; Software; Product lines ; Word processing; Product design; Pacific

NAMED PERSONS: Cook, Jim; Belluzzo, Richard E.; Littell, Stephanie

**18/8/68 (Item 4 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0108162 89-32060

**The Check Is in the Mail**

PUBL DATE: 890900

WORD COUNT: 621

DATELINE: Grants Pass, OR, US

COMPANY NAMES: MailPro, Grants Pass, OR, US, SIC:7318,

CLASSIFICATION CODES: 8301 (Advertising agencies); 2130 (Executives); 2310 (Planning)

DESCRIPTORS: Advertising services; Entrepreneurs; Direct mail campaigns; Mailing lists; Corporate planning; Pacific

NAMED PERSONS: O'Hare, Sheri; Reiman, Jim

SPECIAL FEATURE: Photo

**18/8/69 (Item 5 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0063380 88-21546

**Ashton-Tate's RapidFile and Deluxe Business Forms to Be Part of a Co-Promotion Program**

PUBL DATE: 880803

WORD COUNT: 334

DATELINE: Torrance, CA, US

COMPANY NAMES: Ashton-Tate, Culver City, CA, US, DUNS:03-438-7464,

SIC:5099;7372, Ticker:TATE

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software & systems); 7000 (Marketing)

DESCRIPTORS: Joint ventures; Software industry; Software packages; Data base management systems; Market strategy; Pacific

NAMED PERSONS: Arrigo, Mike

**18/8/70 (Item 1 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01004591 Supplier Number: 39525048

**Ventura Associates to add list services.**

May 13, 1985

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: \*Ventura Assoc Intl

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7331200 (Mailing List Services)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 54186 (Direct Mail Advertising)

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 49 Agency Formation/Mergers; 77 Spokesperson; 78

Slogan

18/8/71 (Item 1 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05822200

**SMALLER IS BETTER, SOFTWARE PRODUCERS FINDING**

SUNDAY November 18, 1990

Word Count: 934

DESCRIPTORS: TECHNOLOGY

18/8/72 (Item 2 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

04559256

**NEW SOFTWARE DEVELOPS GAGS; THAT'S NO YOLK**

MONDAY August 15, 1988

Word Count: 691

DESCRIPTORS: TECHNOLOGY

18/8/73 (Item 1 from file: 638)

DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

06530026

**WORK-AT-HOME FRAUD**

Thursday January 30, 1992

Word Count: 255

DESCRIPTORS: LETTER

18/8/74 (Item 1 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07277114

**WITH PC AND LASER PRINTER, BUSINESS CARDS CAN BE EASY**

Monday October 4, 1993

Word Count: 969

18/8/75 (Item 1 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

07355127

**WHO'S NEWS**

MONDAY December 20, 1993

Word Count: 316

18/8/76 (Item 2 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

07136133

**POSTAL SERVICE CHANGING TO MEET COMPETITION, NEEDS**

SATURDAY May 15, 1993

Word Count: 1,097

DESCRIPTORS: EMPLOYEE; CHANGE

18/8/77 (Item 3 from file: 735)

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

07096021

**WHO'S NEWS**

MONDAY April 5, 1993

Word Count: 226

**18/8/78 (Item 4 from file: 735)**

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

07061124

**WHO'S NEWS**

MONDAY March 1, 1993

Word Count: 444

**18/8/79 (Item 5 from file: 735)**

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

06828148

**MAILING LIST COMPANY OPENS**

MONDAY November 23, 1992

Word Count: 592

DESCRIPTORS: OPENING

**18/8/80 (Item 6 from file: 735)**

DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

06018161

**WHO'S NEWS**

MONDAY March 25, 1991

Word Count: 1,061

DESCRIPTORS: APPOINTMENT; AWARD; NAMELIST

**18/8/81 (Item 1 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00188354 89HC03-003

Use the mail to build your business Find new customers and clients ,  
promote to the media, resell to existing customers

**19890301**

Descriptors: Mail List; Data Base Management; Tutorial; Office  
Automation; Business; Management

**18/8/82 (Item 2 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00143611 87IW05-110

**RKS announces \$49 Label Master 3.1 mailing - list manager**

**19870511**

Descriptors: MAIL LIST; PRODUCT ANNOUNCEMENT; UPGRADE

Identifiers: Label Master; RKS **Associates**

**18/8/83 (Item 3 from file: 233)**

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00036114 8215385

**CBS, MDBS and MOPIB\*: three ways to implement a mailing list**

**19820500**

Descriptors: \*Software Review; \*Mail List; \*Data Base Management; \*CP/M

Identifiers: Configurable Business System; DMA **Associates** ; MDBS; Micro  
Data Base Systems, Inc.

Set	Items	Description
S1	74587	GREETING(W)CARD? ?
S2	8	SOCIAL(W)EXPRESSION(W)CARD? ?
S3	1	SOCIAL(W)OCCASION(W)CARD? ?
S4	5919	HOLIDAY(W)CARD? ?
S5	8850	BIRTHDAY(W)CARD? ?
S6	2364	MULTIPLE(W)RECIPIENT? ?
S7	218	(MULTIPLE OR PLURALITY) (2W) (FRIENDS OR RELATIVES)
S8	27145	(MULTIPLE OR PLURALITY) (2W) (CUSTOMERS OR ASSOCIATES OR CLIENTS OR PARTNERS)
S9	4790677	MAILING(W)LIST? ? OR LIST? ? OR ADDRESS(W)BOOK? ? OR DISTRIBUTION(W)LIST? ? OR RECIPIENT(W)LIST? ? OR HOLIDAY(W)LIST? ?
S10	12149009	ONLINE OR (ON(W)LINE) OR INTERNET OR WEBSITE? ? OR WEBPAGE? ? OR (WEB(W) (SITE? ? OR PAGE? ?))
S11	15551626	PD<19940506
?s desktop(w)publishing		
	1102287	DESKTOP
	2218228	PUBLISHING
S12	91278	DESKTOP(W)PUBLISHING
?s s12 and s9		
	91278	S12
	4790677	S9
S13	19885	S12 AND S9
?s s13 and s11		
Processing		
Processed 30 of 54 files ...		
Completed processing all files		
	19885	S13
	15551626	S11
S14	3523	S13 AND S11
?s s14 and (s6 or s7 or s8)		
	3523	S14
	2364	S6
	218	S7
	27145	S8
S15	0	S14 AND (S6 OR S7 OR S8)
?s s14 and (s1 or s2 or s3 or s4 or s5)		
	3523	S14
	74587	S1
	8	S2
	1	S3
	5919	S4
	8850	S5
S16	39	S14 AND (S1 OR S2 OR S3 OR S4 OR S5)
?t s16/free/all		

16/8/1 (Item 1 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00723440 93-72661

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**The Photo CD Strategy: A Revolution in Imaging?** WORD COUNT: 2836

LENGTH: 6 Pages

Jan 1992

COMPANY NAMES:

Eastman Kodak Co (DUNS:00-220-6183 TICKER:EK)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Image processing system ; Case studies; Electronics industry; Market strategy; Product development; Photographic equipment & supplies; CD-ROM

CLASSIFICATION CODES: 9110 (CN=Company specific); 8650 (CN=Electrical & electronics industries); 9190 (CN=United States); 7500 (CN=Product planning & development)

16/8/2 (Item 2 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00662239 93-11460

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Getting bigger gifts from your donors** WORD COUNT: 1890 LENGTH: 3  
Pages  
Jan 1993  
COMPANY NAMES:  
Disabled American Veterans  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Nonprofit organizations; Fund raising; Donations; Direct mail  
campaigns; Copy; Effectiveness; Premiums  
CLASSIFICATION CODES: 9190 (CN=United States); 9540 (CN=Nonprofit  
institutions); 7200 (CN=Advertising)

**16/8/3 (Item 3 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00616003 92-31105

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Computer Reviews: On the Right Track** WORD COUNT: 1552 LENGTH: 3  
Pages  
Jun 1992  
COMPANY NAMES:  
AST Research Inc (DUNS:01-876-8648 TICKER:ASTA)  
Smith Corona Corp (DUNS:18-481-2790 TICKER:SCO)  
AEG Olympia Inc (DUNS:04-182-9474)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Product reviews; Computer industry; Personal computers;  
Computer peripherals  
CLASSIFICATION CODES: 9190 (CN=United States); 9120 (CN=Product specific);  
8651 (CN=Computer industry); 5230 (CN=Computer hardware)

**16/8/4 (Item 4 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00608241 92-23344

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The Gatekeepers** WORD COUNT: 2437 LENGTH: 4 Pages  
Apr 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Distributors; Wholesalers; Success; Manufacturers; Dealers;  
Customer relations; Factors  
CLASSIFICATION CODES: 8600 (CN=Manufacturing industries not elsewhere  
classified); 8303 (CN=Wholesale industry); 2400 (CN=Public relations);  
9190 (CN=United States)

**16/8/5 (Item 5 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00590796 92-05969

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Publisher Will Satisfy Novice Publishers** WORD COUNT: 2031 LENGTH: 2  
Pages  
Jan 13, 1992  
COMPANY NAMES:  
Microsoft Corp (DUNS:08-146-6849 TICKER:MSFT)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Product reviews; Software reviews; Software packages;  
Functions; Performance evaluation; **Desktop publishing** ;  
Simplification  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product

specific); 9190 (CN=United States)

16/8/6 (Item 6 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00571287 91-45638

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**"Wizards" Make Works, Publisher Easy** WORD COUNT: 925 LENGTH: 1 Pages

Sep 16, 1991

COMPANY NAMES:

Microsoft Corp (DUNS:08-146-6849 TICKER:MSFT)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Software reviews; Product reviews;

Functions; Systems integration; Applications; **Desktop publishing**

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)

; 9120 (CN=Product specific)

16/8/7 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03301729 Supplier Number: 44558901 (USE FORMAT 7 FOR FULLTEXT)

**Digital Imaging at PMA: Fewer Window Shoppers, More Serious Buyers**

April, 1994

Word Count: 1313

PUBLISHER NAME: Cygnus Publishing

COMPANY NAMES: \*Apple Computer Inc.; DICOMED Inc.; Eastman Kodak Co.; EPS

Photographic; Fuji Photo Film Company Ltd.; HSC Software; Ilford Ltd.;

Sony Corp.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*9JAPA (Japan); 1USA (United States); 4EUUK (United Kingdom)

PRODUCT NAMES: \*3861119 (Other Hand-Held Still Cameras); 3832524

(Optical Scanners); 3573260 (Computer Printers); 3662650 (Image

Processing Equip); 3861170 (Photofinishing Equip); 3573120

(Microcomputers); 7372490 (Applications Software NEC)

INDUSTRY NAMES: ARTS (Arts and Entertainment); BUSN (Any type of business)

NAICS CODES: 333315 (Photographic and Photocopying Equipment

Manufacturing); 333314 (Optical Instrument and Lens Manufacturing);

334119 (Other Computer Peripheral Equipment Manufacturing); 334111 (

Electronic Computer Manufacturing); 51121 (Software Publishers)

TICKER SYMBOLS: AAPL; EK

SPECIAL FEATURES: COMPANY

16/8/8 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02601869 Supplier Number: 43457054 (USE FORMAT 7 FOR FULLTEXT)

**home ALONE**

Nov 16, 1992

Word Count: 2279

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573120 (Microcomputers); 7372500 (Operating Systems & Utilities)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); RETL (Retailing)

NAICS CODES: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers)

16/8/9 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02021347 Supplier Number: 42597162 (USE FORMAT 7 FOR FULLTEXT)  
**Mapping Out A Meal: Menu Makers Concentrate On Creating Clear Images**  
Dec 16, 1991  
Word Count: 1293  
PUBLISHER NAME: Advanstar Communications, Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*5812000 (Eating Places)  
INDUSTRY NAMES: BUSN (Any type of business); TRVL (Travel and Hospitality)  
NAICS CODES: 722 (Food Services and Drinking Places)  
SPECIAL FEATURES: LOB

16/8/10 (Item 1 from file: 621)  
DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01068445 Supplier Number: 40330491 (USE FORMAT 7 FOR FULLTEXT)  
**PAPERCLIP PUBLISHER (TM) BRINGS POWERFUL DESKTOP PUBLISHING TO THE COMMODORE 64/128**  
March 21, 1988  
Word Count: 632  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Electronic Arts Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*7372440 (Graphics Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: ERTS  
TRADE NAMES: PaperClip Publisher

16/8/11 (Item 2 from file: 621)  
DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01042340 Supplier Number: 40063583 (USE FORMAT 7 FOR FULLTEXT)  
**SOFTWARE PUBLISHING ANNOUNCES PFS:FIRST PUBLISHER, A WORD PROCESSING ACCESSORY FOR EVERYDAY APPLICATIONS**  
May 26, 1987  
Word Count: 864  
PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*Software Publishing  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1U9CA (California)  
PRODUCT NAMES: \*7372412 (Word Processing Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: PFS:First Publisher

16/8/12 (Item 1 from file: 275)  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01250248 SUPPLIER NUMBER: 06804467 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Minifinders. (column)**  
Aug, 1988  
WORD COUNT: 20992 LINE COUNT: 01693

FILE SEGMENT: CD File 275

16/8/13 (Item 2 from file: 275)  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01250244 SUPPLIER NUMBER: 06804435 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The help folder. (column)**

Aug, 1988  
WORD COUNT: 4378 LINE COUNT: 00314

FILE SEGMENT: CD File 275

**16/8/14 (Item 3 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01245166 SUPPLIER NUMBER: 06726107 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Minifinders.**  
July, 1988  
WORD COUNT: 20445 LINE COUNT: 01649

FILE SEGMENT: CD File 275

**16/8/15 (Item 4 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01243148 SUPPLIER NUMBER: 06626837 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**In brief. (New Products) (product announcement)**  
April 26, 1988  
WORD COUNT: 652 LINE COUNT: 00051

DESCRIPTORS: Integrated Circuits; Micro Channel Architecture; Compiler;  
Word Processing; Discount; Application Development Software; Applications  
Programming; Writing; DTP Software; Book; Ethernet; LAN; Desktop Utility;  
Dot Matrix Printer; LAN Adapter  
SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified;  
7372 Prepackaged software; 3674 Semiconductors and related devices;  
3660 Communications Equipment  
FILE SEGMENT: CD File 275

**16/8/16 (Item 5 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01240461 SUPPLIER NUMBER: 06504151 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Minifinders. (software for the Macintosh microcomputer) (buyers guide)**  
May, 1988  
WORD COUNT: 20565 LINE COUNT: 01661

DESCRIPTORS: Software Selection; Software Packages; Directories;  
Microcomputer  
SIC CODES: 7372 Prepackaged software  
TRADE NAMES: Apple Macintosh (680X0-based system)--Computer programs  
FILE SEGMENT: CD File 275

**16/8/17 (Item 6 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01239711 SUPPLIER NUMBER: 06247016 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Minifinders. (buyer's guide)**  
April, 1988  
WORD COUNT: 18821 LINE COUNT: 01517

FILE SEGMENT: CD File 275

**16/8/18 (Item 7 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01238754 SUPPLIER NUMBER: 06326019 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Minifinders.**  
March, 1988  
WORD COUNT: 17868 LINE COUNT: 01444



FILE SEGMENT: CD File 275

**16/8/19 (Item 8 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01238457 SUPPLIER NUMBER: 06203260 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Minifinders. (software buyer's guide) (buyers guide)**

Feb, 1988

WORD COUNT: 17054 LINE COUNT: 01378

FILE SEGMENT: CD File 275

**16/8/20 (Item 9 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208929 SUPPLIER NUMBER: 06126378 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Minifinders. (short reviews and ratings of software for the Macintosh, by category) (column)**

Nov, 1987

WORD COUNT: 15782 LINE COUNT: 01275

FILE SEGMENT: CD File 275

**16/8/21 (Item 10 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208888 SUPPLIER NUMBER: 06126470 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Minifinders. (brief descriptions of software)**

Oct, 1987

WORD COUNT: 15421 LINE COUNT: 01247

FILE SEGMENT: CD File 275

**16/8/22 (Item 11 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208849 SUPPLIER NUMBER: 06126060 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Letters. (letter to the editor)**

Oct, 1987

WORD COUNT: 2379 LINE COUNT: 00175

FILE SEGMENT: CD File 275

**16/8/23 (Item 12 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01207437 SUPPLIER NUMBER: 06143096 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Minifinders.**

Dec, 1987

WORD COUNT: 17281 LINE COUNT: 01371

FILE SEGMENT: CD File 275

**16/8/24 (Item 1 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0242909 BW248

**MICROSOFT 5: Microsoft Publisher: Desktop Publishing Made Simple -- by Design**

September 16, 1991

Byline: Business Editors  
Word Count: 1418

16/8/25 (Item 2 from file: 810)  
DIALOG(R) File 810:(c) 1999 Business Wire . All rts. reserv.

0242845 BW056

**MICROSOFT 3: Microsoft introduces "Software for People, Not Computers"**

September 16, 1991

Byline: Business Editors/Computer Writers  
Word Count: 1476

16/8/26 (Item 3 from file: 810)  
DIALOG(R) File 810:(c) 1999 Business Wire . All rts. reserv.

0242829 BW056

**MICROSOFT 3: Microsoft introduces "Software for People, Not Computers"**

September 16, 1991

Byline: Business Editors/Computer Writers  
Word Count: 1476

16/8/27 (Item 4 from file: 810)  
DIALOG(R) File 810:(c) 1999 Business Wire . All rts. reserv.

0052944 BW644

**SOFTWARE PUBLISHING: Software Publishing announces PFS:First Publisher, a word processing accessory for everyday applications**

May 26, 1987

Byline: Business Editors  
Word Count: 767

16/8/28 (Item 1 from file: 636)  
DIALOG(R) File 636:(c) 2002 The Gale Group. All rts. reserv.

02094426 Supplier Number: 43868521 (USE FORMAT 7 FOR FULLTEXT)  
DESKTOP PUBLISHING : **BRODERBUND SHIPS THE PRINT SHOP DELUXE 1.2; LATEST VERSION OF BEST-SELLING TITLE**

May 31, 1993

Word Count: 492

PUBLISHER NAME: EDGE Publishing

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

16/8/29 (Item 2 from file: 636)  
DIALOG(R) File 636:(c) 2002 The Gale Group. All rts. reserv.

01587207 Supplier Number: 42381838 (USE FORMAT 7 FOR FULLTEXT)  
**MICROSOFT PUBLISHER: DESKTOP PUBLISHING MADE SIMPLE - BY DESIGN**  
Sept 23, 1991

Word Count: 1285

PUBLISHER NAME: EDGE Publishing

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

Automation); TELC Telecommunications)

16/8/30 (Item 1 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0190413 91-11662

**Largest Commercial Printers in the Valley: Ranked by Number of Full-Time  
Local Employees**

PUBL DATE: 910128

WORD COUNT: 2,901

DATELINE: AZ, US

CLASSIFICATION CODES: 8690 (Publishing industry); 6100 (Human resource  
planning)

DESCRIPTORS: Printing industry; Size of workforce; Corporate rankings;  
Mountain

SPECIAL FEATURE: Table

16/8/31 (Item 1 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05787128

**SOFTWARE SALES BOOMING DESPITE SLUGGISH ECONOMY**

SUNDAY October 14, 1990

Word Count: 854

DESCRIPTORS: COMMENTARY; TECHNOLOGY; ENTERTAINMENT

(0

16/8/32 (Item 1 from file: 641)

DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

05527020

**THE PRINT SHOP PROGRAM IS PRACTICAL, FUN TO USE**

SUNDAY MAY 27, 1990

Word Count: 469

16/8/33 (Item 1 from file: 702)

DIALOG(R)File 702:(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

04086436

**HOME COMPUTING COMES OF AGE WITH DESKTOP PUBLISHING**

FRI NOV 20 1987

Word Count: 517

16/8/34 (Item 1 from file: 713)

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06680100

**PERSONAL TECHNOLOGY NEW PAGE LAYOUT PROGRAMS OFFER MORE FOR LESS HERE'S  
PFS:PUBLISHER, EXPRESS PUBLISHER**

Sunday June 28, 1992

Word Count: 539

16/8/35 (Item 2 from file: 713)

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05642130

**THE PERSONAL COMPUTER LOW-END PUBLISHING TAKES A STEP UP WITH TWO LAYOUT  
PROGRAMS**

MONDAY May 21, 1990

Word Count: 701

DESCRIPTORS: COMPUTERS; EQUIPMENT; REVIEWS

16/8/36 (Item 1 from file: 714)  
DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07615171  
NEW MICROSOFT PUBLISHER POWERFUL AND EASY TO USE  
Monday April 25, 1994  
Word Count: 1,071

16/8/37 (Item 2 from file: 714)  
DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06695138  
THOSE DIVINE DESKTOP MACHINES PUBLISHING SYSTEMS COME A LONG WAY  
Monday, July 13, 1992  
Word Count: 534

16/8/38 (Item 1 from file: 476)  
DIALOG(R)File 476:(c) 2002 Financial Times Ltd. All rts. reserv.

0004557090 B08IEBJAEZFT  
Survey of Printing Technology (4): High cost of staying up to date -  
Competition intensifies in the US  
Monday, September 5, 1988  
Word Count: 1,578

16/8/39 (Item 1 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00248339 91IW09-244  
'Wizards' make Works, Publisher easy  
19910916  
Descriptors: Window Software; Integrated Software; Desktop  
Publishing ; Software Review  
Identifiers: Microsoft Works; Publisher; Microsoft

Set	Items	Description
S1	91304	DESKTOP(W) PUBLISHING
S2	82705	(DONOR OR CONTRIBUTOR OR RECIPIENT OR CLIENT OR CUSTOMER OR EMPLOYEE OR RECEIVER) (2W) (LIST)
S3	395	S1 AND S2
S4	15533858	PD<19940506
S5	58	S3 AND S4
S6	53	RD (unique items)
S7	111719	(LIST OR DATABASE OR (DATA(W)BASE) OR FILE OR RECORD) (3W) (- DONORS OR CONTRIBUTORS OR RECIPIENTS OR CLIENTS OR CUSTOMERS - OR EMPLOYEES OR RECEIVERS)
S8	493	S1 AND S7
S9	60	S8 AND S4
S10	53	RD (unique items)
S11	3513787	GREETING(W) CARD? ? OR POST(W) CARD? ? OR INVITATION? ? OR ANNOUNCEMENT? ?
S12	6	S11 AND S9

?s mailing or mail or distribution  
 Processed 10 of 54 files ...  
 Processing  
 Processed 30 of 54 files ...  
 Processing  
 Completed processing all files  
     339387 MAILING  
     4329388 MAIL  
     5588219 DISTRIBUTION  
 S13 9597723 MAILING OR MAIL OR DISTRIBUTION  
 ?s s13 and s9  
     9597723 S13  
         60 S9  
 S14 36 S13 AND S9  
 ?rd  
 >>>Duplicate detection is not supported for File 623.  
 >>>Records from unsupported files will be retained in the RD set.  
 ...completed examining records  
     S15 32 RD (unique items)  
 ?t s15/free/all

**15/8/1 (Item 1 from file: 15)**  
 DIALOG(R) File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.  
 00728020 93-77241  
     \*\*USE FORMAT 9 FOR FULL TEXT\*\*  
**Building a Database: Practical Guidelines for Database Development**  
 WORD COUNT: 1678      LENGTH: 3 Pages  
 Aug 1992  
 GEOGRAPHIC NAMES: US  
 DESCRIPTORS: Mail order houses; Catalogs; Marketing information systems;  
     Data bases; Systems development; Guidelines  
 CLASSIFICATION CODES: 8303 (CN=Wholesale industry); 9190 (CN=United States)  
     ; 5240 (CN=Software & systems); 9150 (CN=Guidelines); 7000  
     (CN=Marketing)

**15/8/2 (Item 2 from file: 15)**  
 DIALOG(R) File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.  
 00644876 92-59816  
     \*\*USE FORMAT 9 FOR FULL TEXT\*\*  
**Retail Channels Opening to CD-ROM**      WORD COUNT: 2896      LENGTH: 6 Pages  
 Nov 1992  
 COMPANY NAMES:  
 Multimedia Publishers Group  
 Comptons NewMedia (DUNS:78-485-6973)  
 Sony Electronic Publishing (DUNS:55-671-4095)  
 GEOGRAPHIC NAMES: US

DESCRIPTORS: CD-ROM; Trends; Many companies; **Distribution** channels;  
Strategic planning; Methods; Retailing  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)  
; 7400 (CN=Distribution); 8390 (CN=Retailing industry); 2310  
(CN=Planning)

**15/8/3 (Item 3 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00629157 92-44097

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Planning for Change** WORD COUNT: 1849 LENGTH: 3 Pages  
Aug 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance industry; Insurance agents & brokers; Planning;  
Automation; Technological change; Implementations  
CLASSIFICATION CODES: 8220 (CN=Property & casualty insurance); 2310  
(CN=Planning); 9190 (CN=United States); 5400 (CN=Research & development)

**15/8/4 (Item 4 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00626026 92-41128

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Tax Preparation Software: An Invaluable Tool That Should be in Every  
Practitioner's Future** WORD COUNT: 7093 LENGTH: 19 Pages  
Jul 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Tax preparation; Tax returns; Software packages; Selection;  
Criteria; Advantages; Accountants  
CLASSIFICATION CODES: 9190 (CN=United States); 4110 (CN=Accountants); 4230  
(CN=Personal taxation)

**15/8/5 (Item 5 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00613813 92-28916

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Formulating a Computer Consulting Service Plan** WORD COUNT: 3167  
LENGTH: 5 Pages  
May 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Accounting firms; Management consultants; Business growth;  
Market strategy; Target markets; Service introduction  
CLASSIFICATION CODES: 9190 (CN=United States); 7000 (CN=Marketing); 8305  
(CN=Professional services not elsewhere classified)

**15/8/6 (Item 6 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00612344 92-27447

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Dawn of the Mobile Office** WORD COUNT: 2641 LENGTH: 5 Pages  
Apr 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Technological change; Innovations; Telecommunications;  
Cellular telephones; Portable computers; Advantages  
CLASSIFICATION CODES: 9190 (CN=United States); 5230 (CN=Computer hardware);  
8650 (CN=Electrical & electronics industries)

15/8/7 (Item 7 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596651 92-11824

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**New Technology Helps Marketers Get Personal** WORD COUNT: 2520

LENGTH: 4 Pages

Feb 1992

COMPANY NAMES:

AM International Inc (DUNS:00-130-6919 TICKER:AM)

Webcraft Technologies Inc (DUNS:12-224-8768)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct **mail** advertising; Printing; Industrial equipment;

Product reviews; Characteristics; Flexibility

CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 9120 (CN=Product specific)

15/8/8 (Item 8 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00572673 91-47024

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Inc.'s Buyer's Guide - Personal Computers** WORD COUNT: 4724 LENGTH: 8

Pages

Oct 1991

COMPANY NAMES:

IBM Corp (DUNS:00-136-8083 TICKER:IBM)

Apple Computer Inc (DUNS:06-070-4780 TICKER:AAPL)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Microcomputers; Equipment purchasing; Selection; Criteria;

Comparative analysis; Computer peripherals

CLASSIFICATION CODES: 9190 (CN=United States); 5120 (CN=Purchasing); 5230 (CN=Computer hardware)

15/8/9 (Item 9 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00567175 91-41528

**Create Your Own Firm Newsletter** LENGTH: 10 Pages

Aug 1991

DESCRIPTORS: **Desktop publishing** ; Newsletters; Accounting firms;

Techniques; Advertising; Advantages; Guidelines

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9150 (CN=Guidelines); 7200 (CN=Advertising); 8305 (CN=Professional services not elsewhere classified)

15/8/10 (Item 10 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00546282 91-20627

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Switchboard Swamped? Call In a Service Bureau** WORD COUNT: 1451

LENGTH: 2 Pages

Apr 1991

COMPANY NAMES:

Broderbund Software Inc (DUNS:03-921-5454)

GTE Market Resources

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; Software industry; Marketing management;

Telemarketing; Product introduction; 900 services; Software packages  
CLASSIFICATION CODES: 9110 (CN=Company specific); 8302 (CN=Software and  
computer services); 7500 (CN=Product planning & development); 9190  
(CN=United States); 7300 (CN=Sales & selling)

15/8/11 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03347365 Supplier Number: 44635860 (USE FORMAT 7 FOR FULLTEXT)

**Aqueous Plate Conversion**

May, 1994

Word Count: 1135

PUBLISHER NAME: North American Publishing Company

COMPANY NAMES: \*Lawe Press

EVENT NAMES: \*440 (Facilities & equipment)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2752000 (Commercial Lithographic Printing)

INDUSTRY NAMES: BUSN (Any type of business); PUBL (Publishing)

NAICS CODES: 323110 (Commercial Lithographic Printing)

SPECIAL FEATURES: LOB; COMPANY

15/8/12 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03212853 Supplier Number: 44405464 (USE FORMAT 7 FOR FULLTEXT)

**Mail Bonding**

Feb, 1994

Word Count: 1463

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: 480 (Use of services); 690 (Goods & services **distribution**)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 5081357 (Computers Wholesale); 9914912 (Direct **Mail**  
Marketing)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation)

NAICS CODES: 42143 (Computer and Computer Peripheral Equipment and  
Software Wholesalers)

15/8/13 (Item 3 from file: 16)

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02940625 Supplier Number: 43976338 (USE FORMAT 7 FOR FULLTEXT)

**ADP SPINOFF MULTEX PLANS TO DELIVER FULL-TEXT RESEARCH**

July 19, 1993

Word Count: 1033

PUBLISHER NAME: Waters Information Services, Inc.

COMPANY NAMES: \*Multex Systems

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7339040 (Electronic Document **Distribution** Services)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

NAICS CODES: 51331 (Wired Telecommunications Carriers)

SPECIAL FEATURES: COMPANY

15/8/14 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02867149 Supplier Number: 43862616 (USE FORMAT 7 FOR FULLTEXT)

**NEWEST LEADTOOLS(TM) DLL FOR WINDOWS DEVELOPERS PERFORMS ONLY IMAGE FILE  
FORMAT CONVERSIONS**

May 27, 1993

Word Count: 259



PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*LEAD Technologies Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U5NC (North Carolina)  
PRODUCT NAMES: \*7372440 (Graphics Software); 7372490 (Applications Software NEC)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: LEADTOOLS/Conversion  
SPECIAL FEATURES: COMPANY

**15/8/15 (Item 5 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)  
**Software shopping for small businesses**  
March 14, 1993  
Word Count: 703  
PUBLISHER NAME: Crain Communications, Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*7372400 (Applications Software)  
INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)  
NAICS CODES: 51121 (Software Publishers)

**15/8/16 (Item 6 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02739281 Supplier Number: 43666851 (USE FORMAT 7 FOR FULLTEXT)  
**Computer direct marketing**  
Feb 23, 1993  
Word Count: 87  
PUBLISHER NAME: Crain Communications Ltd.  
COMPANY NAMES: \*McQueen; McQueen Direct  
EVENT NAMES: \*120 (Organizational history); 140 (Parent-to-subsidary activities)  
GEOGRAPHIC NAMES: \*4EUUK (United Kingdom)  
PRODUCT NAMES: \*7372000 (Computer Software)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); INTL (Business, International)  
NAICS CODES: 51121 (Software Publishers)  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING CODES: 42 Account Activity; 52 Advertising Activity; 24 Direct Marketing; 84 Global Marketing

**15/8/17 (Item 7 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01526165 Supplier Number: 41859634 (USE FORMAT 7 FOR FULLTEXT)  
**Key Players Assess Boom in Home Office PCs**  
Feb 11, 1991  
Word Count: 3617  
PUBLISHER NAME: Fairchild Publications, Inc.  
EVENT NAMES: \*600 (Market information - general)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573099 (Computer Systems NEC)  
INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
ADVERTISING CODES: 85 Industry Market Data

**15/8/18 (Item 8 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01181782 Supplier Number: 41351414 (USE FORMAT 7 FOR FULLTEXT)

**SPENDING FORECASTS: DO THE SOFTWARE NUMBERS STACK UP?**

May 28, 1990

Word Count: 2460

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

**15/8/19 (Item 1 from file: 621)**

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01049313 Supplier Number: 40135885 (USE FORMAT 7 FOR FULLTEXT)

**APPLE COMPUTER EXPANDS DESKTOP COMMUNICATIONS OFFERINGS WITH FOUR PRODUCTS**

August 11, 1987

Word Count: 1046

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Apple Computer Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1U1MA (Massachusetts)

PRODUCT NAMES: \*3661257 (LAN/WAN Adapters); 7372600 (Computer Network & Communications Software); 3661271 (Data Modems)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 33421 (Telephone Apparatus Manufacturing); 51121 (Software Publishers); 334418 (Printed Circuit Assembly (Electronic Assembly Manufacturing))

TICKER SYMBOLS: AAPL

TRADE NAMES: AppleShare PC; Apple File Exchange; AppleFax Modem; EtherTalk Interface Card

**15/8/20 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01261439 SUPPLIER NUMBER: 07701610 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**OS2: building for the future. (includes related articles entitled 'OS-2 menu,' 'the real cost of OS-2,' 'who's developing what?,' 'even the experts can't agree,' and 'the first application')**

Dec, 1988

WORD COUNT: 7204 LINE COUNT: 00566

SPECIAL FEATURES: illustration; chart

DESCRIPTORS: Future of Computing; Business Planning; OS/2

OPERATING PLATFORM: OS-2

FILE SEGMENT: CD File 275

**15/8/21 (Item 2 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01241663 SUPPLIER NUMBER: 06317879 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**3D graphic design: automation changes the design process as well as the final product.**

Jan, 1988

WORD COUNT: 856 LINE COUNT: 00066

SPECIAL FEATURES: illustration; photograph

COMPANY NAMES: Weisz and Yang Inc--Automation

DESCRIPTORS: Computer Graphics; System Design; Three-Dimensional Graphics ; Technology; Automation; Trends

FILE SEGMENT: CD File 275

**15/8/22 (Item 3 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01238522 SUPPLIER NUMBER: 06211466 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**High speed, low cost fuel PC-to-fax future. (facsimile transmission) (Part 2)**  
Feb 9, 1988  
WORD COUNT: 1428 LINE COUNT: 00106

DESCRIPTORS: Facsimile; Microcomputer; Communications Technology; Image Processing; Transmission Speed; Low Cost; LAN Adapter  
SIC CODES: 3660 Communications Equipment; 3577 Computer peripheral equipment, not elsewhere classified  
FILE SEGMENT: CD File 275

**15/8/23 (Item 4 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01212298 SUPPLIER NUMBER: 04960863 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Computer tasks migrate down from managers to support staff.**  
June 2, 1987  
WORD COUNT: 2499 LINE COUNT: 00195

DESCRIPTORS: Office practice--Automation; Companies; Microcomputer; Work Environment; Trends; Management; Employee; Personnel; Applications  
FILE SEGMENT: CD File 275

**15/8/24 (Item 1 from file: 810)**  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0123420 BW023

**DA SYSTEMS 2: DASnet breakthrough introduces inter-system file transfer between most major electronic mail services**

April 3, 1989

Byline: Business Editors/Computer Writers  
Word Count: 769

**15/8/25 (Item 1 from file: 636)**  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02121733 Supplier Number: 43946334 (USE FORMAT 7 FOR FULLTEXT)  
**VENDORS: MULTEX PLANS PUBLISHER NETWORK FOR DISTRIBUTING EQUITY RESEARCH**  
July 2, 1993  
Word Count: 1185  
PUBLISHER NAME: Waters Information Services, Inc.  
INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)

**15/8/26 (Item 1 from file: 635)**  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0166320 90-49533  
**Area Telephone Answering Services: Ranked by 1989 Gross Revenue**  
PUBL DATE: 900921  
WORD COUNT: 2,791  
DATELINE: Jacksonville, FL, US

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 3100 (Capital & debt management)  
DESCRIPTORS: Telephone answering services; Corporate rankings; Revenue; South Atlantic  
SPECIAL FEATURE: Table

15/8/27 (Item 2 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0097867 89-21694

**What's Blue-and-White and Read All Over?**

PUBL DATE: 890600

WORD COUNT: 1,751

DATELINE: Indianapolis, IN, US

COMPANY NAMES: AT&T Co, New York, NY, US, DUNS:00-698-0080,

SIC:4811;4821;6711, Ticker:T

CLASSIFICATION CODES: 8690 (Publishing industry); 2310 (Planning)

DESCRIPTORS: Printing industry; Corporate profiles; Product lines;

Telephone companies; Corporate planning; North Central

SPECIAL FEATURE: Photo

15/8/28 (Item 3 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0090648 89-14392

**DASnet Breakthrough Introduces Inter-System File Transfer Between Most  
Major Electronic Mail Services**

PUBL DATE: 890403

WORD COUNT: 734

DATELINE: Campbell, CA, US

COMPANY NAMES: DA Systems Inc, Campbell, CA, US, SIC:7379,

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 7500

(Product planning & development); 5250 (Telecommunications systems)

DESCRIPTORS: Electronic mail systems; Product introduction; Files

management; Communications networks; Pacific

NAMED PERSONS: Schmidman, Paul; Niehoff, Pat; Shapard, Jeffrey; Briggs,  
Russell

15/8/29 (Item 4 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0028742 87-07431

**No Such Word as 'Impossible'**

PUBL DATE: 870400

WORD COUNT: 1,211

DATELINE: Atlanta, GA, US

COMPANY NAMES: Micro Support Resource Corp, Atlanta, GA, US, SIC:7374,

Savin Corp, Stamford, CT, US, DUNS:05-207-6957,

SIC:3861;5081, Ticker:SVB

Samna Corp, Atlanta, GA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 2130

(Executives)

DESCRIPTORS: Computer service industry; Entrepreneurs; Women; Career

histories; Training; South Atlantic

NAMED PERSONS: Fain, Deborah

SPECIAL FEATURE: Photo

15/8/30 (Item 1 from file: 640)

DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05546159

**APPLE SHOWS IT'S SERIOUS ABOUT JAPAN**

SATURDAY September 22, 1990

Word Count: 1,423

DESCRIPTORS: JAPAN; BUSINESS; COMPUTERS; TRADE; US; FOREIGN; MARKETING;  
APPLE COMPUTER; SHIGEKUNI TAKEUCHI

15/8/31 (Item 1 from file: 704)

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05241044

MAC, SON OF MAC, GRANDSON OF . . . DO SOFTWARE SEQUELS HAVE FAMILIAL RING?

TUESDAY August 29, 1989

Word Count: 717

15/8/32 (Item 1 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754153

NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A  
COMPANY KNOWS ITS STUFF

Monday, September 10, 1990

Word Count: 1,340

```

Set      Items  Description
S1       91304  DESKTOP(W) PUBLISHING
S2       82705  (DONOR OR CONTRIBUTOR OR RECIPIENT OR CLIENT OR CUSTOMER OR
EMPLOYEE OR RECEIVER) (2W) (LIST)
S3        395   S1 AND S2
S4      15533858 PD<19940506
S5         58   S3 AND S4
S6         53   RD (unique items)
?s (list or database or (data(w)base) or file or record) (3w) (donors or contributors or
recipients or clients or customers or employees or receivers)
Processing
Processing
Processed 10 of 54 files ...
Processing
Processing
Processing
Processed 20 of 54 files ...
Processing
Processed 30 of 54 files ...
Processing
Processed 40 of 54 files ...
Completed processing all files
      4141401 LIST
      2093524 DATABASE
     12180920 DATA
      4524874 BASE
      193472  DATA(W)BASE
      2450227 FILE
      5918368 RECORD
      211929  DONORS
      177008  CONTRIBUTORS
      329588  RECIPIENTS
     3033813  CLIENTS
     8437516  CUSTOMERS
     5694642  EMPLOYEES
      261294  RECEIVERS
S7  111719  (LIST OR DATABASE OR (DATA(W)BASE) OR FILE OR
RECORD) (3W) (DONORS OR CONTRIBUTORS OR RECIPIENTS OR
CLIENTS OR CUSTOMERS OR EMPLOYEES OR RECEIVERS)

?s s1 and s7
      91304  S1
     111719  S7
S8        493  S1 AND S7
?s s8 and s4
      493  S8
     15533858 S4
S9         60  S8 AND S4

?rd
>>>Duplicate detection is not supported for File 623.

>>>Records from unsupported files will be retained in the RD set.
>>>Record 623:106868 ignored; incomplete bibliographic data, not retained -
in RD set
...examined 50 records (50)
...completed examining records
      S10        53  RD (unique items)
?t s10/free/all

```

10/8/1 (Item 1 from file: 15)  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00728020 93-77241

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Building a Database: Practical Guidelines for Database Development**  
WORD COUNT: 1678 LENGTH: 3 Pages  
Aug 1992  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Mail order houses; Catalogs; Marketing information systems;  
Data bases; Systems development; Guidelines  
CLASSIFICATION CODES: 8303 (CN=Wholesale industry); 9190 (CN=United States)  
; 5240 (CN=Software & systems); 9150 (CN=Guidelines); 7000  
(CN=Marketing)

10/8/2 (Item 2 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00644876 92-59816

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Retail Channels Opening to CD-ROM** WORD COUNT: 2896 LENGTH: 6 Pages  
Nov 1992

COMPANY NAMES:

Multimedia Publishers Group

Comptons NewMedia (DUNS:78-485-6973)

Sony Electronic Publishing (DUNS:55-671-4095)

GEOGRAPHIC NAMES: US

DESCRIPTORS: CD-ROM; Trends; Manycompanies; Distribution channels;  
Strategic planning; Methods; Retailing

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)  
; 7400 (CN=Distribution); 8390 (CN=Retailing industry); 2310  
(CN=Planning)

10/8/3 (Item 3 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00629157 92-44097

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Planning for Change** WORD COUNT: 1849 LENGTH: 3 Pages  
Aug 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance industry; Insurance agents & brokers; Planning;  
Automation; Technological change; Implementations

CLASSIFICATION CODES: 8220 (CN=Property & casualty insurance); 2310  
(CN=Planning); 9190 (CN=United States); 5400 (CN=Research & development)

10/8/4 (Item 4 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00626026 92-41128

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Tax Preparation Software: An Invaluable Tool That Should be in Every  
Practitioner's Future** WORD COUNT: 7093 LENGTH: 19 Pages  
Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Tax preparation; Tax returns; Software packages; Selection;  
Criteria; Advantages; Accountants

CLASSIFICATION CODES: 9190 (CN=United States); 4110 (CN=Accountants); 4230  
(CN=Personal taxation)

10/8/5 (Item 5 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00613813 92-28916

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Formulating a Computer Consulting Service Plan** WORD COUNT: 3167  
LENGTH: 5 Pages  
May 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Accounting firms; Management consultants; Business growth;  
Market strategy; Target markets; Service introduction  
CLASSIFICATION CODES: 9190 (CN=United States); 7000 (CN=Marketing); 8305  
(CN=Professional services not elsewhere classified)

10/8/6 (Item 6 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00612344 92-27447

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Dawn of the Mobile Office** WORD COUNT: 2641 LENGTH: 5 Pages

Apr 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Technological change; Innovations; Telecommunications;  
Cellular telephones; Portable computers; Advantages  
CLASSIFICATION CODES: 9190 (CN=United States); 5230 (CN=Computer hardware);  
8650 (CN=Electrical & electronics industries)

10/8/7 (Item 7 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596651 92-11824

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**New Technology Helps Marketers Get Personal** WORD COUNT: 2520

LENGTH: 4 Pages

Feb 1992

COMPANY NAMES:

AM International Inc (DUNS:00-130-6919 TICKER:AM)

Webcraft Technologies Inc (DUNS:12-224-8768)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct mail advertising; Printing; Industrial equipment;  
Product reviews; Characteristics; Flexibility  
CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 9120  
(CN=Product specific)

10/8/8 (Item 8 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00572673 91-47024

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Inc.'s Buyer's Guide - Personal Computers** WORD COUNT: 4724 LENGTH: 8

Pages

Oct 1991

COMPANY NAMES:

IBM Corp (DUNS:00-136-8083 TICKER:IBM)

Apple Computer Inc (DUNS:06-070-4780 TICKER:AAPL)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Microcomputers; Equipment purchasing; Selection; Criteria;  
Comparative analysis; Computer peripherals  
CLASSIFICATION CODES: 9190 (CN=United States); 5120 (CN=Purchasing); 5230  
(CN=Computer hardware)

10/8/9 (Item 9 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00567175 91-41528

**Create Your Own Firm Newsletter** LENGTH: 10 Pages

Aug 1991

DESCRIPTORS: Desktop publishing ; Newsletters; Accounting firms;



Techniques; Advertising; Advantages; Guidelines  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 9150 (CN=Guidelines);  
7200 (CN=Advertising); 8305 (CN=Professional services not elsewhere  
classified)

10/8/10 (Item 10 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00546282 91-20627

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Switchboard Swamped? Call In a Service Bureau** WORD COUNT: 1451

LENGTH: 2 Pages

Apr 1991

COMPANY NAMES:

Broderbund Software Inc (DUNS:03-921-5454)

GTE Market Resources

GEOGRAPHIC NAMES: US

DESCRIPTORS: Case studies; Software industry; Marketing management;  
Telemarketing; Product introduction; 900 services; Software packages  
CLASSIFICATION CODES: 9110 (CN=Company specific); 8302 (CN=Software and  
computer services); 7500 (CN=Product planning & development); 9190  
(CN=United States); 7300 (CN=Sales & selling)

10/8/11 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03347365 Supplier Number: 44635860 (USE FORMAT 7 FOR FULLTEXT)

**Aqueous Plate Conversion**

May, 1994

Word Count: 1135

PUBLISHER NAME: North American Publishing Company

COMPANY NAMES: \*Lowe Press

EVENT NAMES: \*440 (Facilities & equipment)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2752000 (Commercial Lithographic Printing)

INDUSTRY NAMES: BUSN (Any type of business); PUBL (Publishing)

NAICS CODES: 323110 (Commercial Lithographic Printing)

SPECIAL FEATURES: LOB; COMPANY

10/8/12 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03212853 Supplier Number: 44405464 (USE FORMAT 7 FOR FULLTEXT)

**Mail Bonding**

Feb, 1994

Word Count: 1463

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*480 (Use of services); 690 (Goods & services distribution)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5081357 (Computers Wholesale); 9914912 (Direct Mail  
Marketing)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation)

NAICS CODES: 42143 (Computer and Computer Peripheral Equipment and  
Software Wholesalers)

10/8/13 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03076522 Supplier Number: 44189089 (USE FORMAT 7 FOR FULLTEXT)

**MONTAGE SOFTWARE INTRODUCES FIRST OBJECT-RELATIONAL DATABASE MANAGEMENT  
SYSTEM**

Oct 26, 1993

Word Count: 1252  
PUBLISHER NAME: Various  
COMPANY NAMES: \*MONTAGE SOFTWARE  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1U9CA (California)  
PRODUCT NAMES: \*7372420 (Database Software); 7372500 (Operating Systems & Utilities)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: Montage Server; Montage Viewer; DataBlades; Montage DataBlades  
SPECIAL FEATURES: COMPANY

10/8/14 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02940625 Supplier Number: 43976338 (USE FORMAT 7 FOR FULLTEXT)

**ADP SPINOFF MULTEX PLANS TO DELIVER FULL-TEXT RESEARCH**

July 19, 1993

Word Count: 1033

PUBLISHER NAME: Waters Information Services, Inc.

COMPANY NAMES: \*Multex Systems

EVENT NAMES: \*360 (Services information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7339040 (Electronic Document Distribution Services)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 51331 (Wired Telecommunications Carriers)

SPECIAL FEATURES: COMPANY

10/8/15 (Item 5 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02867149 Supplier Number: 43862616 (USE FORMAT 7 FOR FULLTEXT)

**NEWEST LEADTOOLS(TM) DLL FOR WINDOWS DEVELOPERS PERFORMS ONLY IMAGE FILE FORMAT CONVERSIONS**

May 27, 1993

Word Count: 259

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*LEAD Technologies Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5NC (North Carolina)

PRODUCT NAMES: \*7372440 (Graphics Software); 7372490 (Applications Software NEC)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: LEADTOOLS/Conversion

SPECIAL FEATURES: COMPANY

10/8/16 (Item 6 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)

**Software shopping for small businesses**

March 14, 1993

Word Count: 703

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 51121 (Software Publishers)

10/8/17 (Item 7 from file: 16)

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02739281 Supplier Number: 43666851 (USE FORMAT 7 FOR FULLTEXT)

**Computer direct marketing**

Feb 23, 1993

Word Count: 87

PUBLISHER NAME: Crain Communications Ltd.

COMPANY NAMES: \*McQueen; McQueen Direct

EVENT NAMES: \*120 (Organizational history); 140 (Parent-to-subsidiary activities)

GEOGRAPHIC NAMES: \*4EUUK (United Kingdom)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); INTL (Business, International)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 42 Account Activity; 52 Advertising Activity; 24 Direct Marketing; 84 Global Marketing

**10/8/18 (Item 8 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02733868 Supplier Number: 43658428 (USE FORMAT 7 FOR FULLTEXT)

**Sherlock File Mgt Software Finds Missing PC Documents 02/18/93**

Feb 18, 1993

Word Count: 773

PUBLISHER NAME: Newsbytes News Network

COMPANY NAMES: \*Physiotronics

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372419 (Business Applications Software NEC)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: COMPANY

**10/8/19 (Item 9 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01984109 Supplier Number: 42541442 (USE FORMAT 7 FOR FULLTEXT)

**ADWEEK/NEW ENGLAND 1991-1992 EDITION: GUIDE TO AD AGENCIES: PART TWO**

Nov 25, 1991

Word Count: 3477

PUBLISHER NAME: Adweek L.P.

COMPANY NAMES: \*B Square Enterprises; Burch Co.; Burgess Advertising; Business Marketing; Buyer Advertising; Cabot Communications; Cahill Dittrich Advertising; CAJ/Lorenz; Carney/Mohlin & Co; Cavrich & Associates; Chaffee Case and Partners; Chalfin Kastopoulos & Gilmore; Chevalier/Schakenbach; Christopher Thomas Associates Inc.; CJK Associates; Clark (TJ) Advertising/PR; ClarkeGowardFittsMatteson; College Advertising; The College Connection; Collegiate Advantage; Communicator's Group; Communique Group Inc.; Van Christo Inc.

EVENT NAMES: \*190 (Industry structure)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7311000 (Advertising Agencies)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 54181 (Advertising Agencies)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING AGENCY: B Square Enterprises; Burch & Co; Burgess Advertising; Business Marketing; Buyer Advertising; Cabot Communications; Cahill Dittrich Advertising; CAJ/Lorenz; Carney/Mohlin & Co; Cavrich & Associates; Chaffee Case & Partners; Chalfin Kastopoulos & Gilmore; Chevalier/Schakenbach; Van Christo Advertising; Christopher Thomas Associates; CJK Associates; Clark (TJ) Advertising/PR; ClarkeGowardFittsMatteson; College Advertising; College Connection;

Collegiate Advantage; Communicators Group; Communique Group  
ADVERTISING CODES: 40 Agencies

10/8/20 (Item 10 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01526165 Supplier Number: 41859634 (USE FORMAT 7 FOR FULLTEXT)

**Key Players Assess Boom in Home Office PCs**

Feb 11, 1991

Word Count: 3617

PUBLISHER NAME: Fairchild Publications, Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573099 (Computer Systems NEC)

INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

ADVERTISING CODES: 85 Industry Market Data

10/8/21 (Item 11 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01511379 Supplier Number: 41836948 (USE FORMAT 7 FOR FULLTEXT)

**The GUI Temptations**

Feb, 1991

Word Count: 2601

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Microsoft Corp.

EVENT NAMES: \*350 (Product standards, safety, & recalls)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372500 (Operating Systems & Utilities)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: MSFT

SPECIAL FEATURES: COMPANY

10/8/22 (Item 12 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01181782 Supplier Number: 41351414 (USE FORMAT 7 FOR FULLTEXT)

**SPENDING FORECASTS: DO THE SOFTWARE NUMBERS STACK UP?**

May 28, 1990

Word Count: 2460

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

10/8/23 (Item 1 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01121214 Supplier Number: 40937556 (USE FORMAT 7 FOR FULLTEXT)

**NCR CORPORATION INTRODUCES PERSONAL COMPUTER BASED ON MICRO CHANNEL ARCHITECTURE**

Sept 12, 1989

Word Count: 673

PUBLISHER NAME: Various

COMPANY NAMES: \*NCR Corp.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U7TX (Texas)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TICKER SYMBOLS: NCR  
TRADE NAMES: PC386sx/MC

10/8/24 (Item 2 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01049313 Supplier Number: 40135885 (USE FORMAT 7 FOR FULLTEXT)  
**APPLE COMPUTER EXPANDS DESKTOP COMMUNICATIONS OFFERINGS WITH FOUR PRODUCTS**  
August 11, 1987  
Word Count: 1046  
PUBLISHER NAME: PR Newswire Association, Inc.  
COMPANY NAMES: \*Apple Computer Inc.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1U1MA (Massachusetts)  
PRODUCT NAMES: \*3661257 (LAN/WAN Adapters); 7372600 (Computer Network  
& Communications Software); 3661271 (Data Modems)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 33421 (Telephone Apparatus Manufacturing); 51121 (Software  
Publishers); 334418 (Printed Circuit Assembly (Electronic Assembly)  
Manufacturing)  
TICKER SYMBOLS: AAPL  
TRADE NAMES: AppleShare PC; Apple File Exchange; AppleFax Modem; EtherTalk  
Interface Card

10/8/25 (Item 1 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01261439 SUPPLIER NUMBER: 07701610 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**OS2: building for the future. (includes related articles entitled 'OS-2  
menu,' 'the real cost of OS-2,' 'who's developing what?,' 'even the  
experts can't agree,' and 'the first application')**  
Dec, 1988  
WORD COUNT: 7204 LINE COUNT: 00566

SPECIAL FEATURES: illustration; chart  
DESCRIPTORS: Future of Computing; Business Planning; OS/2  
OPERATING PLATFORM: OS-2  
FILE SEGMENT: CD File 275

10/8/26 (Item 2 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01257217 SUPPLIER NUMBER: 07067327 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Clement Mok: a master of Macintosh design. (graphic arts supplement)**  
Oct 25, 1988  
WORD COUNT: 2812 LINE COUNT: 00209

SPECIAL FEATURES: illustration; portrait; photograph  
DESCRIPTORS: Graphic Arts; DTP Software  
NAMED PERSONS: Mok, Clement--Achievements and awards  
SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified;  
7336 Commercial art and graphic design  
TRADE NAMES: Apple Macintosh (680X0-based system)--Usage  
FILE SEGMENT: CD File 275

10/8/27 (Item 3 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01247936 SUPPLIER NUMBER: 07017755 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Operating systems: new and upgraded. (product announcement)**  
Oct, 1988  
WORD COUNT: 2025 LINE COUNT: 00162

COMPANY NAMES: International Business Machines Corp.--Products; Microsoft Corp.--Products; Apple Computer Inc.--Product introduction  
DESCRIPTORS: Operating System; MS-DOS  
SIC CODES: 7372 Prepackaged software  
TICKER SYMBOLS: AAPL; IBM; MSFT  
TRADE NAMES: Apple IIgs (Microcomputer)--Computer programs; GS-OS (Operating system); MS-DOS 4.0 (Operating system)--Product introduction  
OPERATING PLATFORM: MSDOS; GSOS  
FILE SEGMENT: CD File 275

**10/8/28 (Item 4 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01247500 SUPPLIER NUMBER: 06983499 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Democrats strive to beat the Bush high-tech advantage. (Michael Dukakis' campaign)**

Sept 19, 1988

WORD COUNT: 2042 LINE COUNT: 00158

SPECIAL FEATURES: illustration; portrait  
COMPANY NAMES: Service Information Systems Inc.--Services  
DESCRIPTORS: Elections; Database; Micro-Minicomputer Communication; Politics; Automation  
NAMED PERSONS: Dukakis, Michael S.--Political activity  
SIC CODES: 3571 Electronic computers; 8651 Political organizations  
FILE SEGMENT: CD File 275

**10/8/29 (Item 5 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01241663 SUPPLIER NUMBER: 06317879 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**3D graphic design: automation changes the design process as well as the final product.**

Jan, 1988

WORD COUNT: 856 LINE COUNT: 00066

SPECIAL FEATURES: illustration; photograph  
COMPANY NAMES: Weisz and Yang Inc--Automation  
DESCRIPTORS: Computer Graphics; System Design; Three-Dimensional Graphics ; Technology; Automation; Trends  
FILE SEGMENT: CD File 275

**10/8/30 (Item 6 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01238522 SUPPLIER NUMBER: 06211466 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**High speed, low cost fuel PC-to-fax future. (facsimile transmission) (Part 2)**

Feb 9, 1988

WORD COUNT: 1428 LINE COUNT: 00106

DESCRIPTORS: Facsimile; Microcomputer; Communications Technology; Image Processing; Transmission Speed; Low Cost; LAN Adapter  
SIC CODES: 3660 Communications Equipment; 3577 Computer peripheral equipment, not elsewhere classified  
FILE SEGMENT: CD File 275

**10/8/31 (Item 7 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01212298 SUPPLIER NUMBER: 04960863 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Computer tasks migrate down from managers to support staff.**

June 2, 1987

WORD COUNT: 2499 LINE COUNT: 00195

DESCRIPTORS: Office practice--Automation; Companies; Microcomputer; Work  
Environment; Trends; Management; Employee; Personnel; Applications  
FILE SEGMENT: CD File 275

**10/8/32 (Item 8 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210344 SUPPLIER NUMBER: 06329551 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Electronic records: access documents instantly.**

Oct, 1987

WORD COUNT: 2058 LINE COUNT: 00170

SPECIAL FEATURES: illustration; photograph

DESCRIPTORS: Records Management; Office Automation; Electronic Filing;  
Products; Vendors; Functional Capabilities; Economics of Computing;  
Technology

FILE SEGMENT: MI File 47

**10/8/33 (Item 1 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0123420 BW023

**DA SYSTEMS 2: DASnet breakthrough introduces inter-system file transfer  
between most major electronic mail services**

April 3, 1989

Byline: Business Editors/Computer Writers

Word Count: 769

**10/8/34 (Item 2 from file: 810)**

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0063605 BW624

**ASHTON TATE: Ashton-Tate introduces MultiMate Advantage II LAN**

September 14, 1987

Byline: Business Editors/Computer Science Writers

Word Count: 812

**10/8/35 (Item 1 from file: 624)**

DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.

0106868

**APPLE TURNS FROM REVOLUTION TO EVOLUTION: But how long can it prosper with  
'product-line extensions' that just fill gaps in its lineup?**

January 23, 1989

Word Count: 1,596 \*Full text available in Formats 5, 7 and 9\*

**10/8/36 (Item 1 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02121733 Supplier Number: 43946334 (USE FORMAT 7 FOR FULLTEXT)

**VENDORS: MULTEX PLANS PUBLISHER NETWORK FOR DISTRIBUTING EQUITY RESEARCH**

July 2, 1993

Word Count: 1185

PUBLISHER NAME: Waters Information Services, Inc.

INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)

**10/8/37 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0230291 91-53326

**Quality Conferencing**

PUBL DATE: 910800

WORD COUNT: 839

DATELINE: Princeton, NJ, US

CLASSIFICATION CODES: 8380 (Hotels & restaurants); 2400 (Public relations)

DESCRIPTORS: Convention centers; Hotels & motels; Facilities; Customer services; Middle Atlantic

SPECIAL FEATURE: Chart

**10/8/38 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0166320 90-49533

**Area Telephone Answering Services: Ranked by 1989 Gross Revenue**

PUBL DATE: 900921

WORD COUNT: 2,791

DATELINE: Jacksonville, FL, US

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 3100 (Capital & debt management)

DESCRIPTORS: Telephone answering services; Corporate rankings; Revenue; South Atlantic

SPECIAL FEATURE: Table

**10/8/39 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0104398 89-28286

**Computer Market Is Changing as Corporate Requirements Shift**

PUBL DATE: 890731

WORD COUNT: 678

DATELINE: White Plains, NY, US

COMPANY NAMES: Network Decisions Inc, White Plains, NY, US, SIC:7374;7379,

CLASSIFICATION CODES: 8302 (Software and computer services); 7000 (Marketing)

DESCRIPTORS: Computer service industry; Computer networks; Market segments; Middle Atlantic

NAMED PERSONS: Palmer, Stephen; Mead, Brian W.

SPECIAL FEATURE: Photo

**10/8/40 (Item 4 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0097867 89-21694

**What's Blue-and-White and Read All Over?**

PUBL DATE: 890600

WORD COUNT: 1,751

DATELINE: Indianapolis, IN, US

COMPANY NAMES: AT&T Co, New York, NY, US, DUNS:00-698-0080, SIC:4811;4821;6711, Ticker:T

CLASSIFICATION CODES: 8690 (Publishing industry); 2310 (Planning)

DESCRIPTORS: Printing industry; Corporate profiles; Product lines; Telephone companies; Corporate planning; North Central

SPECIAL FEATURE: Photo



10/8/41 (Item 5 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0093469 89-17260

**The Year in Advertising: Stale, Unprofitable & Flat**

PUBL DATE: 890424

WORD COUNT: 1,978

DATELINE: Providence, RI, US

COMPANY NAMES: Leonard Monahan Lubars & Partners, Providence, RI, US,

SIC:7311,

Rivers Trainor Doyle & Leicht, Providence, RI, US, SIC:7311,

Chaffe-Bedard, Providence, RI, US, SIC:7311,

Pagano Schenck & Kay Inc, Providence, RI, US, SIC:7311,

Duffy & Shanley, Providence, RI, US, SIC:7311,

CLASSIFICATION CODES: 8301 (Advertising agencies); 7100 (Market research);

3100 (Capital & debt management)

DESCRIPTORS: Advertising agencies; Corporate rankings; Billings; Market surveys; Business conditions; Corporate growth; Corporate planning; New England

SPECIAL FEATURE: Drawing

10/8/42 (Item 6 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0090648 89-14392

**DASnet Breakthrough Introduces Inter-System File Transfer Between Most Major Electronic Mail Services**

PUBL DATE: 890403

WORD COUNT: 734

DATELINE: Campbell, CA, US

COMPANY NAMES: DA Systems Inc, Campbell, CA, US, SIC:7379,

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 7500

(Product planning & development); 5250 (Telecommunications systems)

DESCRIPTORS: Electronic mail systems; Product introduction; Files management; Communications networks; Pacific

NAMED PERSONS: Schmidman, Paul; Niehoff, Pat; Shapard, Jeffrey; Briggs, Russell

10/8/43 (Item 7 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0083708 89-07371

**From Storefront in Tiny Higginsville Comes Scrappy Fax/Modem Leader**

PUBL DATE: 890206

WORD COUNT: 1,497

DATELINE: Higginsville, MO, US

COMPANY NAMES: STF Technologies, Higginsville, MO, US, SIC:3577,

CLASSIFICATION CODES: 8650 (Electrical & electronics industries); 5230

(Computer hardware); 7000 (Marketing)

DESCRIPTORS: Electronics industry; Modems; Market strategy; Facsimile transmission; Software; Market entry; Product introduction; Product development; Corporate officers; Midwest

NAMED PERSONS: Troxell, Doug; White, Carla; Wilcox, Jim; Bear, Alan; Gray, Van

SPECIAL FEATURE: Photo

10/8/44 (Item 8 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0028742 87-07431

**No Such Word as 'Impossible'**

PUBL DATE: 870400  
WORD COUNT: 1,211  
DATELINE: Atlanta, GA, US

COMPANY NAMES: Micro Support Resource Corp, Atlanta, GA, US, SIC:7374,  
Savin Corp, Stamford, CT, US, DUNS:05-207-6957,  
SIC:3861;5081, Ticker:SVB  
Samna Corp, Atlanta, GA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 2130  
(Executives)

DESCRIPTORS: Computer service industry; Entrepreneurs; Women; Career  
histories; Training; South Atlantic

NAMED PERSONS: Fain, Deborah

SPECIAL FEATURE: Photo

10/8/45 (Item 9 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0023487 87-02170

**Market Compels Retail Role Change**

PUBL DATE: 861100

WORD COUNT: 864

DATELINE: IL, US

CLASSIFICATION CODES: 8390 (Retailing industry)

DESCRIPTORS: Computer stores; Retailing; Trends; Systems; Dealers

NAMED PERSONS: Beck, Jerry; Allen, Don; Lebo, Dick; Berger, Amy

SPECIAL FEATURE: Table

10/8/46 (Item 1 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05551853

**DISABLED, PERHAPS; BUT DEMORALIZED, NO**

TUESDAY August 7, 1990

Word Count: 728

10/8/47 (Item 2 from file: 494)

DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05051068

**PLANNING FOR THE WORST JOURNAL PUTS A SPOTLIGHT ON THE BUSINESS OF DISASTER  
RECOVERY**

MONDAY August 7, 1989

Word Count: 1,192

10/8/48 (Item 1 from file: 640)

DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

06099088

**NEW PROGRAM CAN MAKE YOU THE REMBRANDT OF THE FAX WORLD**

MONDAY April 8, 1991

Word Count: 956

DESCRIPTORS: FAX MACHINES; COMPUTERS; COMMUNICATION; SOFTWARE; BUSINESS;  
OFFICE EQUIPMENT; FAXBUILDER

10/8/49 (Item 2 from file: 640)

DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05546159

**APPLE SHOWS IT'S SERIOUS ABOUT JAPAN**

SATURDAY September 22, 1990

Word Count: 1,423

DESCRIPTORS: JAPAN; BUSINESS; COMPUTERS; TRADE; US; FOREIGN; MARKETING;  
APPLE COMPUTER; SHIGEKUNI TAKEUCHI

10/8/50 (Item 1 from file: 704)

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05241044

MAC, SON OF MAC, GRANDSON OF . . . DO SOFTWARE SEQUELS HAVE FAMILIAL RING?  
TUESDAY August 29, 1989

Word Count: 717

10/8/51 (Item 1 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06084191

FAXBUILDER CAN TURN YOU INTO THE REMBRANDT OF THE FAX WORLD

Monday, March 25, 1991

Word Count: 1,038

10/8/52 (Item 2 from file: 714)

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754153

NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A  
COMPANY KNOWS ITS STUFF

Monday, September 10, 1990

Word Count: 1,340

10/8/53 (Item 1 from file: 710)

DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

06912646

Windows of opportunity to reduce company costs; Business Computing

Sunday, September 13, 1992

Word Count: 1,537

Set	Items	Description
S1	91304	DESKTOP(W)PUBLISHING
S2	82705	(DONOR OR CONTRIBUTOR OR RECIPIENT OR CLIENT OR CUSTOMER OR EMPLOYEE OR RECEIVER) (2W) (LIST)
S3	395	S1 AND S2
S4	15533858	PD<19940506
?s s3 and s4		
	395	S3
	15533858	S4
	S5	58 S3 AND S4

?rd

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...examined 50 records (50)

...completed examining records

S6 53 RD (unique items)

?t s6/free/all

**6/8/1 (Item 1 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727160 93-76381

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Startups: Risky Business** WORD COUNT: 1881 LENGTH: 2 Pages

Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Direct marketing; Startup costs; Risk management;  
Corporate planning

CLASSIFICATION CODES: 9190 (CN=United States); 7400 (CN=Distribution)

**6/8/2 (Item 2 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00608556 92-23659

**Volcanic Activity: Customer-Targeted Magazines Proliferate at Big Companies**

LENGTH: 6 Pages

Apr 1992

COMPANY NAMES:

IBM Corp (DUNS:00-136-8083 TICKER:IBM)

Hewlett Packard Co (DUNS:00-912-2532 TICKER:HWP)

Digital Equipment Corp (DUNS:00-103-8066 TICKER:DEC)

Ford Motor Co (DUNS:00-134-4746 TICKER:F)

Xerox Corp (DUNS:04-959-1852 TICKER:XRX)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Magazines; Company publications; Manycompanies; Manyindustries  
; **Desktop publishing**; Target markets; Customers

CLASSIFICATION CODES: 2400 (CN=Public relations); 9190 (CN=United States)

**6/8/3 (Item 3 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00566136 91-40490

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Technology: The New Frontier (Part 4)** WORD COUNT: 2599 LENGTH: 3  
Pages

Aug 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct mail campaigns; Printing; Technological change;

**Desktop publishing**; Color; Trends

CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 5400

(CN=Research & development)

**6/8/4 (Item 4 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00553971 91-28328

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Rapid Prototyping: Designing a New Industrial Revolution** WORD COUNT:

1409 LENGTH: 3 Pages

Jun 3, 1991

COMPANY NAMES:

3D Systems Inc

General Motors Corp (DUNS:00-535-6613 TICKER:GM)

General Electric Co (DUNS:00-136-7960 TICKER:GE)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Prototypes; Design engineering; CAD; Product design; Product development; Competitive advantage; Technological change; Many companies

CLASSIFICATION CODES: 9190 (CN=United States); 7500 (CN=Product planning & development); 5240 (CN=Software & systems)

**6/8/5 (Item 5 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00550198 91-24555

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Automating Your Agency** WORD COUNT: 3514 LENGTH: 5 Pages

May 1991

COMPANY NAMES:

IBM Corp (DUNS:00-136-8083 TICKER:IBM)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance agencies; Office automation; Software packages;

Local area networks; Data bases; Many products

CLASSIFICATION CODES: 9190 (CN=United States); 8200 (CN=Insurance industry); 5240 (CN=Software & systems)

**6/8/6 (Item 6 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00503129 90-28886

**Beyond Desktop Publishing : When a Laser Won't Cut It** LENGTH: 6 Pages

Jul 27, 1990

DESCRIPTORS: **Desktop publishing**; Laser printers; Applications; Computer service centers; Outsourcing; Typesetting

CLASSIFICATION CODES: 5240 (CN=Software & systems); 8690 (CN=Publishing industry); 8302 (CN=Software and computer services)

**6/8/7 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02664566 Supplier Number: 43551411 (USE FORMAT 7 FOR FULLTEXT)

**Hiring Active At Ad Agencies**

Jan, 1993

Word Count: 513

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: \*Hill Holliday Connors Inc.; KSK Communications Ltd.; Wills and Evans Inc.

EVENT NAMES: \*530 (Labor force information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7311000 (Advertising Agencies)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 54181 (Advertising Agencies)  
SPECIAL FEATURES: LOB; COMPANY  
ADVERTISING AGENCY: KSK Communications; Wills & Evans; Hill Holliday  
Connors  
ADVERTISING CODES: 43 Agency Personnel; 45 Agency Planning/Goals

**6/8/8 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02642838 Supplier Number: 43519166 (USE FORMAT 7 FOR FULLTEXT)  
**Ecocenters Corp. buys Emerson Press division**  
Dec 13, 1992  
Word Count: 68  
PUBLISHER NAME: Crain Communications, Inc.  
COMPANY NAMES: \*Data Imaging Services; Ecocenters; Emerson Press Inc.  
EVENT NAMES: \*160 (Asset sales & divestitures); 150 (Acquisitions & mergers)  
GEOGRAPHIC NAMES: \*1U3OH (Ohio)  
PRODUCT NAMES: \*2755000 (Electronic Printing)  
INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)  
NAICS CODES: 323115 (Digital Printing)  
SPECIAL FEATURES: LOB; COMPANY

**6/8/9 (Item 3 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02345207 Supplier Number: 43075638 (USE FORMAT 7 FOR FULLTEXT)  
**THE SECRET OF THEIR SUCCESS**  
June 15, 1992  
Word Count: 2420  
PUBLISHER NAME: CMP Publications, Inc.  
COMPANY NAMES: \*HealthCare Communications Inc. (Lincoln, Nebraska); Ring Computer Systems; ROM Computer Solutions  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573120 (Microcomputers)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
SPECIAL FEATURES: COMPANY

**6/8/10 (Item 4 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02314407 Supplier Number: 43030437 (USE FORMAT 7 FOR FULLTEXT)  
**Graphics Development To Ship Windows WindFORM DLL: Integrates Form Processing Capabilities into Windows Apps**  
June, 1992  
Word Count: 462  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Grapics Development Intl  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*7372440 (Graphics Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: WindFORM DLL  
SPECIAL FEATURES: COMPANY

**6/8/11 (Item 5 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02205478 Supplier Number: 42872718 (USE FORMAT 7 FOR FULLTEXT)  
**VOLCANIC ACTIVITY: Customer-targeted magazines proliferate at big companies**

April, 1992

Word Count: 1270

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*600 (Market information - general)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2721310 (Business & Trade Publications)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

NAICS CODES: 51112 (Periodical Publishers)

ADVERTISING CODES: 85 Industry Market Data

**6/8/12 (Item 6 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02199578 Supplier Number: 42864058 (USE FORMAT 7 FOR FULLTEXT)

**JUST DO IT!: Education And Manufacturing VARs Make The Most Of Their Markets**

March 30, 1992

Word Count: 2090

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573000 (Computers & Peripherals); 7372000 (Computer Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing); 51121 (Software Publishers)

SPECIAL FEATURES: LOB

**6/8/13 (Item 7 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01973557 Supplier Number: 42526266 (USE FORMAT 7 FOR FULLTEXT)

**Graphics Development International, Inc. Brings Speed and Low Price to Windows Form Designing and Filling**

Nov 18, 1991

Word Count: 622

PUBLISHER NAME: Various

COMPANY NAMES: \*Graphics Development International Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: WindFORM

SPECIAL FEATURES: COMPANY

**6/8/14 (Item 8 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01638959 Supplier Number: 42026567 (USE FORMAT 7 FOR FULLTEXT)

**CNTI announces local area network performance breakthrough CXT/100 provides Gigabit/second LAN throughput at less than half the cost of FDDI**

April 24, 1991

Word Count: 529

PUBLISHER NAME: Various

COMPANY NAMES: \*Computer Network Technology International Ltd.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*4EUUK (United Kingdom)

PRODUCT NAMES: \*3661205 (Local Area Networks)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 33421 (Telephone Apparatus Manufacturing)

TRADE NAMES: CXT/100

SPECIAL FEATURES: COMPANY

6/8/15 (Item 9 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01597647 Supplier Number: 41966792 (USE FORMAT 7 FOR FULLTEXT)

**Giving Software Buyers the 'Works'**

April, 1991

Word Count: 343

PUBLISHER NAME: Crain Communications, Inc.

COMPANY NAMES: \*Microsoft Corp.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372419 (Business Applications Software NEC)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

NAICS CODES: 51121 (Software Publishers)

TICKER SYMBOLS: MSFT

TRADE NAMES: Works; Grammatik

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 79 Promotion; 23 Print Media; 24 Direct Marketing

6/8/16 (Item 10 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01438051 Supplier Number: 41724019 (USE FORMAT 7 FOR FULLTEXT)

**DESCRIBE, INC. PORTS POWERFUL MULTI-USER WORD PUBLISHING TECHNOLOGY TO  
MICROSOFT WINDOWS**

Dec 10, 1990

Word Count: 479

PUBLISHER NAME: Various

COMPANY NAMES: \*Describe Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372412 (Word Processing Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: COMPANY

6/8/17 (Item 11 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01021395 Supplier Number: 41119277 (USE FORMAT 7 FOR FULLTEXT)

**NEW IMAGING FIRM PROVIDES HIGH TECHNOLOGY, CREATIVITY, FULL-SERVICE  
CAPABILITIES.**

Jan 16, 1990

Word Count: 1271

PUBLISHER NAME: Various

COMPANY NAMES: \*Intl Visual Communications

EVENT NAMES: \*120 (Organizational history)

GEOGRAPHIC NAMES: \*1USA (United States); 1U3OH (Ohio)

PRODUCT NAMES: \*7333000 (Commercial Photo & Graphic Arts Svcs)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 541922 (Commercial Photography)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING CODES: 55 Company Planning/Goals

6/8/18 (Item 1 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01254594 SUPPLIER NUMBER: 06611534 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Mac temp agency to go nationwide.**

Aug 30, 1988

WORD COUNT: 272 LINE COUNT: 00022



SPECIAL FEATURES: illustration; photograph  
COMPANY NAMES: MacTemps--Planning  
DESCRIPTORS: Personnel Management; Temporary Help; Business Planning  
SIC CODES: 7361 Employment agencies  
TRADE NAMES: Apple Macintosh (680X0-based system)--Usage  
FILE SEGMENT: CD File 275

6/8/19 (Item 2 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01252578 SUPPLIER NUMBER: 06956593 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Setting up shop. ( desktop publishing shop)**  
Oct, 1988  
WORD COUNT: 4023 LINE COUNT: 00306

SPECIAL FEATURES: illustration; photograph  
DESCRIPTORS: Tutorial; Hardware Selection; Software Selection; Guidelines  
; Small Business; DTP Software  
SIC CODES: 3571 Electronic computers; 7372 Prepackaged software  
FILE SEGMENT: CD File 275

6/8/20 (Item 3 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01246680 SUPPLIER NUMBER: 06966731 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Manufacturers of PostScript-compatible products. (directory)**  
Sept 5, 1988  
WORD COUNT: 3130 LINE COUNT: 00260

FILE SEGMENT: CD File 275

6/8/21 (Item 4 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01241219 SUPPLIER NUMBER: 06533437 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Sorting out the options. (planning a PC network) (Networking Supplement)**  
April 12, 1988  
WORD COUNT: 2387 LINE COUNT: 00184

DESCRIPTORS: LAN; Business Planning; User Need; Network Architecture;  
Hardware Selection; Software Selection  
FILE SEGMENT: CD File 275

6/8/22 (Item 5 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01236518 SUPPLIER NUMBER: 06202090 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**An early lead in electronic messaging; Videotex and electronic mail might  
not seem exciting right now, but that will change - to Digital's benefit.  
(Digital Equipment Corp.) (contains related information on France's  
Minitel videotex service)**  
Jan, 1988  
WORD COUNT: 1875 LINE COUNT: 00153

SPECIAL FEATURES: illustration; photograph  
COMPANY NAMES: Digital Equipment Corp.--Planning; Coopers and Lybrand--  
Reports  
DESCRIPTORS: E-Mail; Videotex  
SIC CODES: 3571 Electronic computers; 4899 Communication services, not  
elsewhere classified; 3661 Telephone and telegraph apparatus  
TICKER SYMBOLS: DEC  
FILE SEGMENT: CD File 275

6/8/23 (Item 6 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210879 SUPPLIER NUMBER: 06087105 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**A well-prepared proposal can pave way for LAN even in tough times.**

**(preparing a local area network proposal; Section 2: Connectivity)**

**(column)**

Nov 10, 1987

WORD COUNT: 964 LINE COUNT: 00076

DESCRIPTORS: LAN; Companies; Equipment Acquisition; Proposal; Tutorial;  
Network Management; Management of EDP; Business Planning; Hardware  
Selection

FILE SEGMENT: CD File 275

6/8/24 (Item 7 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208829 SUPPLIER NUMBER: 05035561 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Topping big blue. (Macs and IBM PC's on the same network: TOPS for the Mac;**

**TOPS for the IBM PC; and MacLink Plus) (Software Review) (Desktop**

**Communications supplement) (evaluation)**

May, 1987

WORD COUNT: 2361 LINE COUNT: 00173

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Centram Systems West Inc.--Computer programs; DataViz Inc.  
--Computer programs

DESCRIPTORS: Evaluation; Performance; Connectivity; Local area networks  
(Computer networks); File Server; Electronic Data Interchange; File  
Transfer

SIC CODES: 7372 Prepackaged software; 3660 Communications Equipment

TRADE NAMES: TOPS for the Macintosh (Computer network software)--

evaluation; MacLinkPlus/PC (Data conversion software)--evaluation; TOPs

for the IBM PC (Computer program)--evaluation

FILE SEGMENT: CD File 275

6/8/25 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0242831 BW081

**MICROSOFT 4: Microsoft Works for Windows: The leading integrated package  
now available for Windows**

September 16, 1991

Byline: Business Editors/Computer Writers

Word Count: 1459

6/8/26 (Item 1 from file: 624)

DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.

0432902

**DOES ADOBE HAVE A PAPER CUTTER?: Its Carousel programs make PC screens  
look like a magazine**

November 16, 1992

Word Count: 980 \*Full text available in Formats 5, 7 and 9\*

6/8/27 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01587208 Supplier Number: 42381839 (USE FORMAT 7 FOR FULLTEXT)

**MICROSOFT WORKS FOR WINDOWS: NOW AVAILABLE FOR WINDOWS**

Sept 23, 1991

Word Count: 1297

PUBLISHER NAME: EDGE Publishing

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**6/8/28 (Item 2 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01379176 Supplier Number: 41727997 (USE FORMAT 7 FOR FULLTEXT)

**WORD PUBLISHING: DESCRIBE INC. CHOOSES WINDOWS 3.0 OVER UNIX IN MULTI-USER TECHNOLOGY PORT**

Dec 10, 1990

Word Count: 390

PUBLISHER NAME: EDGE Publishing

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**6/8/29 (Item 3 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01260392 Supplier Number: 41348551 (USE FORMAT 7 FOR FULLTEXT)

**CABLE & WIRELESS ENTERS FAX SERVICE BUREAU BUSINESS**

May 25, 1990

Word Count: 653

PUBLISHER NAME: Warren Publishing, Inc.

INDUSTRY NAMES: BUSN (Any type of business); TELC (Telecommunications)

**6/8/30 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0220484 91-43258

**A New Standard**

PUBL DATE: 910600

WORD COUNT: 3,989

DATELINE: Toronto, ONT, Canada

COMPANY NAMES: SoftQuad Inc, Toronto, ONT, Canada, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 2120 (Chief executive officer)

DESCRIPTORS: Software industry; Chief executive officer; Market segments; R&D; Ontario

NAMED PERSONS: Rubinsky, Yuri

**6/8/31 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0217013 91-39767

**Computer Firm Prospers With Its Focus on Quality**

PUBL DATE: 910527

WORD COUNT: 854

DATELINE: Silver Spring, MD, US

COMPANY NAMES: Orkand Corp, Silver Spring, MD, US, DUNS:02-030-5876, SIC:8742;7372,

CLASSIFICATION CODES: 8310 (Consultants not elsewhere classified); 2130 (Executives)

DESCRIPTORS: Consulting firms; Computer service industry; Entrepreneurs; South Atlantic

NAMED PERSONS: Orkand, Donald

**6/8/32 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0180447 91-01596

**DeScribe Inc. Ports Powerful Multi-User Word Publishing Technology to  
Microsoft Windows; Chooses Windows 3.0 Over Unix.**

PUBL DATE: 901204

WORD COUNT: 205

DATELINE: Sacramento, CA, US

COMPANY NAMES: DeScribe Inc, Sacramento, CA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software  
& systems)

DESCRIPTORS: Software industry; Software; Pacific

6/8/33 (Item 4 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0179556 91-00702

**Computer Support for Macintosh**

PUBL DATE: 901126

WORD COUNT: 216

DATELINE: Phoenix, AZ, US

COMPANY NAMES: Computer Support Professionals, Phoenix, AZ, US, SIC:7371,

CLASSIFICATION CODES: 8302 (Software and computer services); 2310  
(Planning)

DESCRIPTORS: Computer service industry; Corporate profiles; Mountain

NAMED PERSONS: Peterson, Greg; Peterson, Michelle

6/8/34 (Item 5 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0167753 90-50983

**TechWrite Brings Technological Know-How to Corporate Communications**

PUBL DATE: 900900

WORD COUNT: 219

DATELINE: Pittsburgh, PA, US

COMPANY NAMES: TechWrite, Pittsburgh, PA, US, SIC:8999,

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
2310 (Planning)

DESCRIPTORS: Service industries; Technical writing; Corporate profiles;  
Middle Atlantic

NAMED PERSONS: McCaffrey, Terry A.; Query, Joyce

6/8/35 (Item 6 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0166320 90-49533

**Area Telephone Answering Services: Ranked by 1989 Gross Revenue**

PUBL DATE: 900921

WORD COUNT: 2,791

DATELINE: Jacksonville, FL, US

CLASSIFICATION CODES: 8330 (Broadcasting & telecommunications); 3100  
(Capital & debt management)

DESCRIPTORS: Telephone answering services; Corporate rankings; Revenue;  
South Atlantic

SPECIAL FEATURE: Table

6/8/36 (Item 7 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0161852 90-45030

**Who's Who in Jacksonville's Computer Industry**

PUBL DATE: 900831  
WORD COUNT: 2,057  
DATELINE: Jacksonville, FL, US

CLASSIFICATION CODES: 8651 (Computer industry)  
DESCRIPTORS: Computer industry; Executives; Personal profiles; South Atlantic

**6/8/37 (Item 8 from file: 635)**

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0149467 90-32513

**Professionals Are Target of New Training Franchise**

PUBL DATE: 900702

WORD COUNT: 1,128

DATELINE: Atlanta, GA, US

COMPANY NAMES: ExecuTrain Corp, Atlanta, GA, US, SIC:7392,  
CLASSIFICATION CODES: 8302 (Software and computer services); 2130  
(Executives); 6200 (Training & development)  
DESCRIPTORS: Computer service industry; Entrepreneurs; Target markets;  
Training; Corporate growth; Expansion; South Atlantic  
NAMED PERSONS: Smith, Scott  
SPECIAL FEATURE: Photo

**6/8/38 (Item 9 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0122059 90-04710

**Newsroom Vets Stop the Press, Start a Desktop Publishing Firm**

PUBL DATE: 900108

WORD COUNT: 916

DATELINE: Denver, CO, US

COMPANY NAMES: Publication Design Inc, Denver, CO, US, SIC:7336,  
CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
2130 (Executives)  
DESCRIPTORS: Graphic design companies; Startups; Newsletters; Market  
strategy; Publications; Publishing industry; Entrepreneurs; Mountain  
NAMED PERSONS: Bullard, Joe; Lundwall, Jerry  
SPECIAL FEATURE: Photo

**6/8/39 (Item 10 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0121269 90-03912

**Companies of the '90s?**

PUBL DATE: 900103

WORD COUNT: 4,136

DATELINE: Philadelphia, PA, US

COMPANY NAMES: Paris Business Forms, Bensalem, PA, US, DUNS:06-435-6231,  
SIC:2751, Ticker:PBFI  
Hill International Inc, Willingboro, NJ, US,  
DUNS:08-080-4701, SIC:7392,  
Technitrol Inc, Philadelphia, PA, US, DUNS:00-230-0556,  
SIC:3679;3677;3612;3576, Ticker:TNL  
Strategic Management Group Inc, Philadelphia, PA, US,  
DUNS:06-543-7014, SIC:7372;8299;8742,  
Crown Cork & Seal Co Inc, Philadelphia, PA, US,  
DUNS:00-228-2341, SIC:3411;3466;3551, Ticker:CCK  
CLASSIFICATION CODES: 2310 (Planning); 3100 (Capital & debt management)  
DESCRIPTORS: Corporate growth; Revenue; Training; Expansion; Strategic  
planning; Target markets; Corporate profiles; Product lines; Small  
business; Manufacturers; Middle Atlantic

SPECIAL FEATURE: Photo

**6/8/40 (Item 11 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0111103 89-35032

**High-Tech Firms Make Pitch to Potential Asian Customers**

PUBL DATE: 891006

WORD COUNT: 729

DATELINE: AZ, US

COMPANY NAMES: Gold Tech Overseas Trading Corp, Tempe, AZ, US, SIC:3674,  
Kurta Corp, Phoenix, AZ, US, DUNS:09-365-8169, SIC:3573,  
Raines Technology Inc, Tempe, AZ, US, SIC:3559,

CLASSIFICATION CODES: 8650 (Electrical & electronics industries); 1300  
(International trade & foreign investment); 7000 (Marketing)

DESCRIPTORS: Electronics industry; High technology; Trade development;  
Market planning; Government officials; Mountain

NAMED PERSONS: Mofford, Rose

SPECIAL FEATURE: Photo

**6/8/41 (Item 12 from file: 635)**

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0110869 89-34798

**Computer Focus's Personal Newsletters**

PUBL DATE: 890925

WORD COUNT: 530

DATELINE: Chantilly, VA, US

COMPANY NAMES: Pinpoint Information Corp, Chantilly, VA, US, SIC:2713,  
CLASSIFICATION CODES: 8690 (Publishing industry); 5250 (Telecommunications  
systems); 7000 (Marketing)

DESCRIPTORS: Publishing industry; Publications; Facsimile transmission;  
Target markets; Custom design; South Atlantic

NAMED PERSONS: Golomb, Harvey

SPECIAL FEATURE: Photo

**6/8/42 (Item 13 from file: 635)**

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0104635 89-28525

**Koenig Hopes Broad Brush Works in N.Y.**

PUBL DATE: 890731

WORD COUNT: 982

DATELINE: New York, NY, US

COMPANY NAMES: Koenig Corp, Milford, CT, US, DUNS:17-483-0968,  
SIC:5199;5999,

CLASSIFICATION CODES: 8390 (Retailing industry); 2310 (Planning); 7000  
(Marketing)

DESCRIPTORS: Chain stores; Retail stores; Site selection; Market entry;  
Target markets; Corporate growth; Middle Atlantic

NAMED PERSONS: Koenig, Robert; Koenig, Elliot

SPECIAL FEATURE: Photo

**6/8/43 (Item 14 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0093469 89-17260

**The Year in Advertising: Stale, Unprofitable & Flat**

PUBL DATE: 890424

WORD COUNT: 1,978

DATELINE: Providence, RI, US

COMPANY NAMES: Leonard Monahan Lubars & Partners, Providence, RI, US,  
SIC:7311,  
Rivers Trainor Doyle & Leicht, Providence, RI, US, SIC:7311,  
Chaffe-Bedard, Providence, RI, US, SIC:7311,  
Pagano Schenck & Kay Inc, Providence, RI, US, SIC:7311,  
Duffy & Shanley, Providence, RI, US, SIC:7311,  
CLASSIFICATION CODES: 8301 (Advertising agencies); 7100 (Market research);  
3100 (Capital & debt management)  
DESCRIPTORS: Advertising agencies; Corporate rankings; Billings; Market  
surveys; Business conditions; Corporate growth; Corporate planning; New  
England  
SPECIAL FEATURE: Drawing

**6/8/44 (Item 15 from file: 635)**

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0078255 89-01902

**Dainippon Buys Majority Interest in Island Graphics**

PUBL DATE: 881205

WORD COUNT: 536

DATELINE: San Rafael, CA, US

COMPANY NAMES: DaiNippon Screen Manufacturing Co Ltd, Kyoto, Japan,  
DUNS:69-055-7751, SIC:3555,

Island Graphics Corp, San Rafael, CA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 2330

(Acquisitions & mergers); 1310 (Foreign investment in the US)

DESCRIPTORS: Software houses; Acquisitions & mergers; Foreign investment;  
Computer graphics; Pacific

NAMED PERSONS: Newman, David; Ishii, Ken

**6/8/45 (Item 16 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0056923 88-14455

**Nashoba Looms as Takeover Prize**

PUBL DATE: 880523

WORD COUNT: 938

DATELINE: Foster City, CA, US

COMPANY NAMES: Nashoba Systems Inc, Foster City, CA, US, SIC:Ticker:7372

CLASSIFICATION CODES: 8302 (Software and computer services); 2330

(Acquisitions & mergers)

DESCRIPTORS: Software industry; Acquisitions & mergers; Product lines;

Corporate reorganization; Corporate presidents; Brand names; Pacific

NAMED PERSONS: Hobin, Glenn

**6/8/46 (Item 17 from file: 635)**

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0043556 88-00979

**Logical Operations Forms Publishing Subsidiary**

PUBL DATE: 871201

WORD COUNT: 617

DATELINE: Rochester, NY, US

COMPANY NAMES: Logical Operations, Buffalo, NY, US, SIC:Ticker:7392

Logical Training Systems Inc, Buffalo, NY, US,

SIC:Ticker:7392;2731

CLASSIFICATION CODES: 8310 (Consultants not elsewhere classified); 2310  
(Planning)

DESCRIPTORS: Consulting firms; Corporate growth; Startups; Publications;  
Corporate histories; Middle Atlantic

NAMED PERSONS: Keesan, Barry; Fantauzzo, Dominick

**6/8/47 (Item 18 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0024503 87-03186

**Universal Data Consultants Fulfill 'Playground Plans'**

PUBL DATE: 861200

WORD COUNT: 1,314

DATELINE: Atlanta, GA, US

COMPANY NAMES: Universal Data Consultants Inc, Atlanta, GA, US,  
SIC:7392;5734,

CLASSIFICATION CODES: 8310 (Consultants not elsewhere classified)

DESCRIPTORS: Consultants; Entrepreneurs; Computers; Salespeople

NAMED PERSONS: Callahan, Ken; Elliott, Jim

SPECIAL FEATURE: Photo

**6/8/48 (Item 1 from file: 492)**

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05830256

**COMPUTER SUPPORT FOR MACINTOSH**

MONDAY November 26, 1990

Word Count: 461

DESCRIPTORS: BUSINESS; PROFILE

**6/8/49 (Item 2 from file: 492)**

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05279009

**HIGH-TECH FIRMS MAKE PITCH TO POTENTIAL ASIAN CUSTOMERS**

FRIDAY October 6, 1989

Word Count: 776

DESCRIPTORS: ARIZONA; FOREIGN; SPORT; BASEBALL; TOURISM

**6/8/50 (Item 1 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

06143176

**HIGH-TECH WORK TRANSFORMS SPECIALTY PRINTER**

THURSDAY May 23, 1991

Word Count: 863

DESCRIPTORS: WESTERN COMPUTER PRESS; COLUMN; PROFILE

**6/8/51 (Item 2 from file: 704)**

DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05522204

**YOUNG AND AMBITIOUS**

MONDAY January 22, 1990

Word Count: 625

**6/8/52 (Item 1 from file: 710)**

DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

07465609

**Windows to a database future; Infotech**

Friday, April 16, 1993



Word Count: 1,160

6/8/53 (Item 2 from file: 710)

DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

05148249

**A WAY TO MAKE THE WORDS FLOW; PROFILE; TECHNOLOGY**

Thursday, December 14, 1989

Word Count: 787

Set	Items	Description
S1	91303	DESKTOP(W)PUBLISHING
S2	92711	MAILING(W)LIST? ? OR DISTRIBUTION(W)LIST? ?
S3	1250	S1 AND S2
S4	15533858	PD<19940506

?s s4 and s3  
     15533858 S4  
     1250 S3  
     S5 177 S4 AND S3

?rd

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>>>Records from unsupported files will be retained in the RD set.

...examined 50 records (50)

>>>Record 623:326849 ignored; incomplete bibliographic data, not retained -  
 in RD set

...examined 50 records (100)

...examined 50 records (150)

...completed examining records

    S6 169 RD (unique items)

?t s6/free/all

**6/8/1 (Item 1 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00973925 96-23318

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Use Your Equipment Well** WORD COUNT: 663 LENGTH: 1 Pages

Oct 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Office management; Office equipment; Copying machines;

Facsimile transmission; Telephone service; Maintenance contracts

CLASSIFICATION CODES: 5110 (CN=Office management); 5130 (CN=Maintenance);  
 9190 (CN=United States)

**6/8/2 (Item 2 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727483 93-76704

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Strategic Automation Plan Essential for Agency's Future Success**

WORD COUNT: 3091 LENGTH: 4 Pages

Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance agencies; Automation; Strategic planning;

Recommendations; Implementations

CLASSIFICATION CODES: 9190 (CN=United States); 8220 (CN=Property & casualty  
 insurance); 5220 (CN=Data processing management); 2310 (CN=Planning)

**6/8/3 (Item 3 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00727168 93-76389

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**List Pricing: Has It Gotten Out of Hand?** WORD COUNT: 1073 LENGTH: 1  
 Pages

Jul 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Mail order houses; Trends; **Mailing lists** ; Pricing; Cost  
 control; Recommendations

CLASSIFICATION CODES: 8303 (CN=Wholesale industry); 9190 (CN=United States)

6/8/4 (Item 4 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00635556 92-50496

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**More for Your Money** WORD COUNT: 2299 LENGTH: 3 Pages

Sep 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct marketing; Effectiveness; Direct mail campaigns;

Telemarketing; Integrated approach; Data base management; Budgets

CLASSIFICATION CODES: 7200 (CN=Advertising); 7300 (CN=Sales & selling);

3100 (CN=Capital & debt management); 5240 (CN=Software & systems); 9190 (CN=United States)

6/8/5 (Item 5 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00629157 92-44097

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Planning for Change** WORD COUNT: 1849 LENGTH: 3 Pages

Aug 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance industry; Insurance agents & brokers; Planning;

Automation; Technological change; Implementations

CLASSIFICATION CODES: 8220 (CN=Property & casualty insurance); 2310

(CN=Planning); 9190 (CN=United States); 5400 (CN=Research & development)

6/8/6 (Item 6 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00615475 92-30578

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**The Write Stuff for Training Manuals** WORD COUNT: 2664 LENGTH: 5 Pages

Mar 1992

DESCRIPTORS: Manuals; Training; Writing; Recommendations

CLASSIFICATION CODES: 6200 (CN=Training & development)

6/8/7 (Item 7 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00615201 92-30304

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Adapt or Fail: Agency Management Challenges Abound** WORD COUNT: 2641 LENGTH: 3 Pages

Jun 1992

GEOGRAPHIC NAMES: US

DESCRIPTORS: Insurance agencies; Insurance industry; Marketing management;

Sales prospecting; Computer peripherals; Software

CLASSIFICATION CODES: 8200 (CN=Insurance industry); 7300 (CN=Sales &

selling); 5240 (CN=Software & systems); 9190 (CN=United States)

6/8/8 (Item 8 from file: 15)

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00611096 92-26199

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Every Pixel on the Planet: Exploring Desktop Mapping on the Macintosh** WORD COUNT: 4262 LENGTH: 7 Pages

Jan 1992

COMPANY NAMES:  
MicroMaps Software  
PC Globe Inc  
Strategic Mapping Inc  
Highlighted Data  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Mapping; Computer graphics; **Desktop publishing** ; Data processing; Functions; Applications; Manyproducts; Manycompanies  
CLASSIFICATION CODES: 5240 (CN=Software & systems); 9120 (CN=Product specific); 9190 (CN=United States)

**6/8/9 (Item 9 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00608968 92-24071  
\*\*USE FORMAT 9 FOR FULL TEXT\*\*  
**The Printed Word** WORD COUNT: 1466 LENGTH: 5 Pages  
Apr 1992

DESCRIPTORS: Newsletters; Company publications; Writing; Techniques; Small business  
CLASSIFICATION CODES: 2400 (CN=Public relations); 9520 (CN=Small business)

**6/8/10 (Item 10 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00598107 92-13280  
\*\*USE FORMAT 9 FOR FULL TEXT\*\*  
**Association Publishing: Five Strategies for Success in the Nineties**  
WORD COUNT: 1425 LENGTH: 2 Pages  
Mar 1, 1992  
COMPANY NAMES:  
National Association for Female Executives  
National Association of Professional Insurance Agents  
National School Board Association  
National Solid Wastes Management Association  
K-III Holdings Inc  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Associations; Magazines; Profitability; Manycompanies; Strategic planning  
CLASSIFICATION CODES: 9190 (CN=United States); 8690 (CN=Publishing industry); 9540 (CN=Nonprofit institutions); 2310 (CN=Planning)

**6/8/11 (Item 11 from file: 15)**  
DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596651 92-11824  
\*\*USE FORMAT 9 FOR FULL TEXT\*\*  
**New Technology Helps Marketers Get Personal** WORD COUNT: 2520  
LENGTH: 4 Pages  
Feb 1992  
COMPANY NAMES:  
AM International Inc (DUNS:00-130-6919 TICKER:AM)  
Webcraft Technologies Inc (DUNS:12-224-8768)  
GEOGRAPHIC NAMES: US

DESCRIPTORS: Direct mail advertising; Printing; Industrial equipment; Product reviews; Characteristics; Flexibility  
CLASSIFICATION CODES: 9190 (CN=United States); 7200 (CN=Advertising); 9120 (CN=Product specific)

6/8/12 (Item 12 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00593258 92-08431

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Software Review: WordPerfect** WORD COUNT: 755 LENGTH: 2 Pages

Winter 1992

COMPANY NAMES:

WordPerfect Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software packages; Software reviews; Product reviews;  
Functions; Word processing

CLASSIFICATION CODES: 9190 (CN=United States); 5240 (CN=Software & systems)  
; 9120 (CN=Product specific)

6/8/13 (Item 13 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00582466 91-56813

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Squeezing the Last Drop: Ten Strategies for Getting the Most Out of Your Computer** WORD COUNT: 2366 LENGTH: 4 Pages

Nov 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Information systems; Improvements; Applications;  
Recommendations; Technological obsolescence; Systems management

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9190 (CN=United States)

6/8/14 (Item 14 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00581676 91-56023

**Database Publishing: Getting Information into Shape** LENGTH: 3 Pages

Nov 1991

COMPANY NAMES:

Elseware Corp

PageAhead Software Corp

GEOGRAPHIC NAMES: US

DESCRIPTORS: **Desktop publishing** ; Software packages; Applications; Data  
bases; **Mailing lists**

CLASSIFICATION CODES: 5240 (CN=Software & systems); 2400 (CN=Public  
relations); 9190 (CN=United States); 9120 (CN=Product specific)

6/8/15 (Item 15 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00578792 91-53139

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Do-It-Yourself Marketing** WORD COUNT: 6593 LENGTH: 10 Pages

Nov 1991

COMPANY NAMES:

Jackson Hewitt Tax Service

Kullman Industries (DUNS:06-313-6477)

Physician Sales & Service Inc

Magellan Systems Corp

Assured Enterprises

GEOGRAPHIC NAMES: US

DESCRIPTORS: In house; Marketing management; Advantages; Small business;  
Innovations; Word of mouth advertising; Market strategy; Distribution  
channels; Manycompanies

CLASSIFICATION CODES: 7000 (CN=Marketing); 9190 (CN=United States); 9520

(CN=Small business)

6/8/16 (Item 16 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00570748 91-45099

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Plugged In for Business** WORD COUNT: 3065 LENGTH: 5 Pages

Oct 1991

COMPANY NAMES:

Pastel Group

Grand Destiny Travel

GDT Tax Services Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Blacks; Entrepreneurs; Microcomputers; Minority owned businesses; Manycompanies; Manypeople; Software packages; Case studies  
CLASSIFICATION CODES: 9521 (CN=Minority- & women-owned businesses); 9190 (CN=United States); 5240 (CN=Software & systems); 9110 (CN=Company specific)

6/8/17 (Item 17 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00569580 91-43931

**Be a Media Mogul - Start a Newsletter** LENGTH: 2 Pages

Sep 16, 1991

DESCRIPTORS: Newsletters; Recommendations; **Mailing lists** ; Strategic planning; Target markets

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 2310 (CN=Planning)

6/8/18 (Item 18 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00567175 91-41528

**Create Your Own Firm Newsletter** LENGTH: 10 Pages

Aug 1991

DESCRIPTORS: **Desktop publishing** ; Newsletters; Accounting firms; Techniques; Advertising; Advantages; Guidelines

CLASSIFICATION CODES: 5240 (CN=Software & systems); 9150 (CN=Guidelines); 7200 (CN=Advertising); 8305 (CN=Professional services not elsewhere classified)

6/8/19 (Item 19 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00558685 91-33042

\*\*USE FORMAT 9 FOR FULL TEXT\*\*

**Business Outlook Abroad: United Kingdom** WORD COUNT: 1837 LENGTH: 2 Pages

Jul 1, 1991

GEOGRAPHIC NAMES: US; UK

DESCRIPTORS: Foreign investment; Market potential; US exports; Market entry ; Statistical data; Manyindustries

CLASSIFICATION CODES: 9190 (CN=United States); 9175 (CN=Western Europe); 1300 (CN=International trade & foreign investment); 9140 (CN=Statistical data)

6/8/20 (Item 20 from file: 15)

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00549153 91-23510

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**Orchestrating Software Distribution** WORD COUNT: 2311 LENGTH: 5 Pages  
May 1991

COMPANY NAMES:

TravTech Inc

GEOGRAPHIC NAMES: US

DESCRIPTORS: Financial services; Software packages; Computer networks;  
Integration; Applications; Advantages; Information management; Customer  
services

CLASSIFICATION CODES: 9190 (CN=United States); 8100 (CN=Financial services  
industry); 5240 (CN=Software & systems)

**6/8/21 (Item 21 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00542054 91-16398

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**The Printer/Publisher Partnership** WORD COUNT: 1627 LENGTH: 3 Pages  
Apr 1, 1991

COMPANY NAMES:

S Rosenthal & Co Inc (DUNS:00-425-3365)

Perry Printing Corp (DUNS:00-177-9586)

Mack Printing Cos Inc

Publishers Press

GEOGRAPHIC NAMES: US

DESCRIPTORS: Publishing industry; Printing; Postal rates; **Desktop  
publishing**; Manycompanies

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 9190 (CN=United  
States)

**6/8/22 (Item 22 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00531147 91-05491

**\*\*USE FORMAT 9 FOR FULL TEXT\*\***

**10 Ways to Train Your Staff on a Tight Budget** WORD COUNT: 2414  
LENGTH: 4 Pages

Feb 1991

GEOGRAPHIC NAMES: US

DESCRIPTORS: Small business; Training; Methods; Cost reduction;  
Recommendations

CLASSIFICATION CODES: 9190 (CN=United States); 9520 (CN=Small business);  
6200 (CN=Training & development); 3100 (CN=Capital & debt management)

**6/8/23 (Item 23 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00479125 90-04882

**The Catalogue Age Report** LENGTH: 13 Pages

Dec 1989

DESCRIPTORS: Catalogs; Publishing industry; Statistical data; Business  
conditions; Trends; Surveys

CLASSIFICATION CODES: 8690 (CN=Publishing industry); 9140 (CN=Statistical  
data)

**6/8/24 (Item 24 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00465194 89-36981

**Going It Alone** LENGTH: 3 Pages  
1989

DESCRIPTORS: Publishing industry; Small business; Startups; Development stage enterprises; Consultants; Service centers; Computer service centers; Electronic publishing; Software packages; Magazines; Publications

CLASSIFICATION CODES: 5240 (CN=Software & systems); 8670 (CN=Machinery industry); 9520 (CN=Small business)

**6/8/25 (Item 25 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00430234 89-02021

**The Catalog Age Report** LENGTH: 32 Pages  
Dec 1988

DESCRIPTORS: Catalogs; Business conditions; Surveys; Cost reduction; Electronic publishing; Mailings; Advertising; Distribution costs

CLASSIFICATION CODES: 7400 (CN=Distribution)

**6/8/26 (Item 26 from file: 15)**

DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00429546 89-01333

**Designing a User Manual to Support an In-House Database** LENGTH: 3 Pages  
Dec 1988

DESCRIPTORS: Design; Procedure manuals; In house; Data bases; Guidelines

CLASSIFICATION CODES: 9150 (CN=Guidelines); 5200 (CN=Communications & information management); 2200 (CN=Managerial skills)

**6/8/27 (Item 1 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03347365 Supplier Number: 44635860 (USE FORMAT 7 FOR FULLTEXT)

**Aqueous Plate Conversion**

May, 1994

Word Count: 1135

PUBLISHER NAME: North American Publishing Company

COMPANY NAMES: \*Lawe Press

EVENT NAMES: \*440 (Facilities & equipment)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*2752000 (Commercial Lithographic Printing)

INDUSTRY NAMES: BUSN (Any type of business); PUBL (Publishing)

NAICS CODES: 323110 (Commercial Lithographic Printing)

SPECIAL FEATURES: LOB; COMPANY

**6/8/28 (Item 2 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03212853 Supplier Number: 44405464 (USE FORMAT 7 FOR FULLTEXT)

**Mail Bonding**

Feb, 1994

Word Count: 1463

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*480 (Use of services); 690 (Goods & services distribution)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5081357 (Computers Wholesale); 9914912 (Direct Mail Marketing)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 42143 (Computer and Computer Peripheral Equipment and



6/8/29 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

03147695 Supplier Number: 44298167 (USE FORMAT 7 FOR FULLTEXT)

**PTN 1993 Dealer of the Year: Calumet Photographic**

Dec 15, 1993

Word Count: 3592

PUBLISHER NAME: Cygnus Publishing

COMPANY NAMES: \*Calumet Photographic Inc.

EVENT NAMES: \*220 (Strategy & planning)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5043000 (Photographic Equip & Supplies Whsle)

INDUSTRY NAMES: ARTS (Arts and Entertainment); BUSN (Any type of business)

NAICS CODES: 42141 (Photographic Equipment and Supplies Wholesalers)

SPECIAL FEATURES: LOB; COMPANY

6/8/30 (Item 4 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)

**Software shopping for small businesses**

March 14, 1993

Word Count: 703

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 51121 (Software Publishers)

6/8/31 (Item 5 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02740732 Supplier Number: 43669065 (USE FORMAT 7 FOR FULLTEXT)

**SPINNAKER TO ACQUIRE POWER UP SOFTWARE; DEAL WILL CREATE INDUSTRY'S LARGEST CONSUMER PRODUCTIVITY SOFTWARE COMPANY**

Feb 24, 1993

Word Count: 955

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Powerup; Spinnaker Software Corp.

EVENT NAMES: \*160 (Asset sales & divestitures); 150 (Acquisitions & mergers)

GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB; COMPANY

6/8/32 (Item 6 from file: 16)

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02601861 Supplier Number: 43457046 (USE FORMAT 7 FOR FULLTEXT)

**Frame drops upgrade price, adds incentives**

Nov 16, 1992

Word Count: 391

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Frame Technology Corp.

EVENT NAMES: \*740 (Commodity & service prices); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); RETL (Retailing)  
NAICS CODES: 51121 (Software Publishers)  
TICKER SYMBOLS: FRAM  
SPECIAL FEATURES: COMPANY

6/8/33 (Item 7 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02322715 Supplier Number: 43043139 (USE FORMAT 7 FOR FULLTEXT)  
**XEROX IMAGING SYSTEMS ANNOUNCES ACCUTEXT SUPPORT FOR HEWLETT- PACKARD  
SCANJET HP SCANNER**

June 1, 1992

Word Count: 660

PUBLISHER NAME: Various

COMPANY NAMES: \*Xerox Imaging Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)

PRODUCT NAMES: \*7372490 (Applications Software NEC)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: AccuText 3.0

SPECIAL FEATURES: COMPANY

6/8/34 (Item 8 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02239906 Supplier Number: 42922933 (USE FORMAT 7 FOR FULLTEXT)  
**XEROX IMAGING SYSTEMS ANNOUNCES ACCUTEXT SUPPORT FOR APPLE ONESCANNER AND  
HEWLETT-PACKARD SCANJET IIC SCANNERS**

April 20, 1992

Word Count: 659

PUBLISHER NAME: Various

COMPANY NAMES: \*Xerox Imaging Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U1MA (Massachusetts)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: AccuText 3.0

SPECIAL FEATURES: COMPANY

6/8/35 (Item 9 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01897027 Supplier Number: 42413812 (USE FORMAT 7 FOR FULLTEXT)  
**XEROX IMAGING SYSTEMS INCREASES ACCURACY OF TEXT RECOGNITION ON THE  
MACINTOSH**

Oct 2, 1991

Word Count: 749

PUBLISHER NAME: Various

COMPANY NAMES: \*Xerox Imaging Systems Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: AccuText 3.0

SPECIAL FEATURES: COMPANY

6/8/36 (Item 10 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01766438 Supplier Number: 42217695 (USE FORMAT 7 FOR FULLTEXT)

**Timeworks Releases Publish It! Easy Upgrade**

July 15, 1991

Word Count: 469

PUBLISHER NAME: Various

COMPANY NAMES: \*TimeWorks

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U3IL (Illinois)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Publish It! Easy 2.1; File It!

SPECIAL FEATURES: COMPANY

**6/8/37 (Item 11 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01706103 Supplier Number: 42127759 (USE FORMAT 7 FOR FULLTEXT)

**Ventura offers VAR support program**

June 3, 1991

Word Count: 358

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Ventura Software Inc.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB; COMPANY

**6/8/38 (Item 12 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01675190 Supplier Number: 42080977 (USE FORMAT 7 FOR FULLTEXT)

**NEW PRODUCTS, NEW CHOICES**

May 15, 1991

Word Count: 1693

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

**6/8/39 (Item 13 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01584344 Supplier Number: 41946574 (USE FORMAT 7 FOR FULLTEXT)

**The E/Net Pioneer 2010 (TM) Graphic Arts Portable Electronic Notebook and Computer System**

March 21, 1991

Word Count: 891

PUBLISHER NAME: Various

COMPANY NAMES: \*Electronet Information Systems

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: E/Net 2010; Pioneer Electronic Notebook

SPECIAL FEATURES: COMPANY

**6/8/40 (Item 14 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01584343 Supplier Number: 41946573 (USE FORMAT 7 FOR FULLTEXT)  
**The E/Net Pioneer 2010 (TM) Graphic Arts Portable Electronic Notebook**  
March 21, 1991  
Word Count: 795  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Electronet Information Systems  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)  
PRODUCT NAMES: \*3573120 (Microcomputers)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TRADE NAMES: E/Net 2010 Pioneer Electronic Notebook  
SPECIAL FEATURES: COMPANY

6/8/41 (Item 15 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01524327 Supplier Number: 41857433 (USE FORMAT 7 FOR FULLTEXT)  
**ELECTRONET UNVEILS ADVANCED COMPUTER NETWORK SERIES that is ECONOMICAL for ALL SIZES of GRAPHIC ARTS OPERATIONS**  
Feb 11, 1991  
Word Count: 862  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Electronet Information Systems  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U5DC (Washington, DC)  
PRODUCT NAMES: \*3573120 (Microcomputers)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TRADE NAMES: E/Net Performer Series; E/Net Performer Computer  
SPECIAL FEATURES: COMPANY

6/8/42 (Item 16 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01454369 Supplier Number: 41747115 (USE FORMAT 7 FOR FULLTEXT)  
**Food for thought: Restaurants keep in touch with diners via newsletters**  
Dec 23, 1990  
Word Count: 920  
PUBLISHER NAME: Crain Communications, Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1U3MI (Michigan)  
PRODUCT NAMES: \*5812010 (Full-Service Restaurants)  
INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)  
NAICS CODES: 72211 (Full-Service Restaurants)

6/8/43 (Item 17 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01417510 Supplier Number: 41692969 (USE FORMAT 7 FOR FULLTEXT)  
**Word Processing Tops in Home PC Use**  
Nov 26, 1990  
Word Count: 148  
PUBLISHER NAME: Fairchild Publications, Inc.  
EVENT NAMES: \*340 (Product specifications); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573099 (Computer Systems NEC)  
INDUSTRY NAMES: BUSN (Any type of business); HOME (Home Furnishings)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
ADVERTISING CODES: 34 Research Findings; 85 Industry Market Data

6/8/44 (Item 18 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01409327 Supplier Number: 41681270 (USE FORMAT 7 FOR FULLTEXT)

**FUJI--3.5" DISCS GROWING**

Nov 19, 1990

Word Count: 107

PUBLISHER NAME: Warren Publishing, Inc.

EVENT NAMES: \*650 (Sales & consumption)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3679132 (Floppy Magnetic Disks)

INDUSTRY NAMES: BUSN (Any type of business); ELEC (Electronics)

NAICS CODES: 334613 (Magnetic and Optical Recording Media Manufacturing)

**6/8/45 (Item 19 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01400144 Supplier Number: 41668694 (USE FORMAT 7 FOR FULLTEXT)

**Macintosh: Going for the gold medal**

Nov 12, 1990

Word Count: 810

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: \*Apple Computer Inc.

EVENT NAMES: \*260 (General services)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*3573120 (Microcomputers)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TICKER SYMBOLS: AAPL

SPECIAL FEATURES: COMPANY

**6/8/46 (Item 20 from file: 16)**

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01386235 Supplier Number: 41648118 (USE FORMAT 7 FOR FULLTEXT)

**The Art of Designing Software Programming a friendly interface is getting easier with GUIs**

Nov, 1990

Word Count: 2182

PUBLISHER NAME: CMP Publications, Inc.

EVENT NAMES: \*230 (Production management)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*7372000 (Computer Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: LOB

**6/8/47 (Item 21 from file: 16)**

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01281473 Supplier Number: 41495514 (USE FORMAT 7 FOR FULLTEXT)

**HONG KONG TELECOM SETS STRICT RULES TO REGULATE THE CROWN COLONY'S FAX JUNKIES**

August 14, 1990

Word Count: 326

PUBLISHER NAME: ComputerWire, Inc.

COMPANY NAMES: \*Hong Kong Telecommunications Ltd.

EVENT NAMES: \*660 (Plant & equipment sales); 360 (Services information)

GEOGRAPHIC NAMES: \*9HONG (Hong Kong)

PRODUCT NAMES: \*3662192 (Facsimile Equipment); 4811200 (Data Transmission Services)

INDUSTRY NAMES: CMPT (Computers and Office Automation); INTL (Business, International)

NAICS CODES: 33421 (Telephone Apparatus Manufacturing); 51331 (Wired

Telecommunications Carriers)  
SPECIAL FEATURES: COMPANY

6/8/48 (Item 22 from file: 16)  
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01193619 Supplier Number: 41369507  
**END PAPER: SMALL BUSINESS COMES KNOCKING**  
June 4, 1990  
PUBLISHER NAME: CMP Publications, Inc.  
COMPANY NAMES: \*Apple Computer Inc.  
EVENT NAMES: \*240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573000 (Computers & Peripherals)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)  
NAICS CODES: 334111 (Electronic Computer Manufacturing)  
TICKER SYMBOLS: AAPL  
SPECIAL FEATURES: LOB; COMPANY

6/8/49 (Item 23 from file: 16)  
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01116411 Supplier Number: 41256505 (USE FORMAT 7 FOR FULLTEXT)  
**CD-ROMs Are Coming**  
April, 1990  
Word Count: 880  
PUBLISHER NAME: CMP Publications, Inc.  
EVENT NAMES: \*650 (Sales & consumption)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*3573217 (Optical Disk Drives)  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)  
NAICS CODES: 334112 (Computer Storage Device Manufacturing)

6/8/50 (Item 1 from file: 621)  
DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01127497 Supplier Number: 41021042 (USE FORMAT 7 FOR FULLTEXT)  
**RICOH ANNOUNCES PRICING, AVAILABILITY OF EXTERNAL DEVICE FOR COMPUTER-FAX COMMUNICATIONS**  
Nov 13, 1989  
Word Count: 803  
PUBLISHER NAME: Various  
COMPANY NAMES: \*Inset Systems Inc.; Ricoh (US)  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U8NV (Nevada)  
PRODUCT NAMES: \*7372600 (Computer Network & Communications Software); 3661251 (Communications Servers); 3573291 (Computer Peripheral Interfaces)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers); 33421 (Telephone Apparatus Manufacturing); 334119 (Other Computer Peripheral Equipment Manufacturing)  
TRADE NAMES: DX-1

6/8/51 (Item 2 from file: 621)  
DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01124106 Supplier Number: 40977629 (USE FORMAT 7 FOR FULLTEXT)  
**PC-Fax Board bat Directly Sends Complex CAD Drawings and Performs Database Broadcast Demonstrated at COMDEX/Fall'89**  
Oct 11, 1989  
Word Count: 653

PUBLISHER NAME: Various  
COMPANY NAMES: \*Skyworld Technology USA Ltd.  
EVENT NAMES: \*330 (Product information)  
GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)  
PRODUCT NAMES: \*7372600 (Computer Network & Communications Software)  
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)  
NAICS CODES: 51121 (Software Publishers)  
TRADE NAMES: Version 2; SkyFAX Intelligent PC-Fax Board; SkyFAX

**6/8/52 (Item 3 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01110739 Supplier Number: 40815383 (USE FORMAT 7 FOR FULLTEXT)  
**NEW SELF-POWERED COMMUNICATIONS CARD TURNS PERSONAL COMPUTERS INTO  
ROUND-THE-CLOCK INFORMATION TRANSFER AND MESSAGE SYSTEMS**

June 1, 1989

Word Count: 643

PUBLISHER NAME: Various

COMPANY NAMES: \*Face Technologies

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U3MI (Michigan)

PRODUCT NAMES: \*3661250 (Data Communications Systems)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 33421 (Telephone Apparatus Manufacturing)

TRADE NAMES: FaceCard

**6/8/53 (Item 4 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01092250 Supplier Number: 40577403 (USE FORMAT 7 FOR FULLTEXT)  
**CSI SIGNS EXCLUSIVE LICENSE AGREEMENT FOR ALL-IN-ONE BUSINESS SOFTWARE  
PACKAGE**

Nov 18, 1988

Word Count: 285

PUBLISHER NAME: Various

COMPANY NAMES: \*CSI Publishing

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*7372410 (Business Applications Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: ABC

**6/8/54 (Item 5 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01080819 Supplier Number: 40457024 (USE FORMAT 7 FOR FULLTEXT)  
**EASY-TO-USE, MULTI-USER DESKTOP PUBLISHING SOFTWARE DOESN'T REQUIRE  
SPECIAL TERMINALS**

July 28, 1988

Word Count: 621

PUBLISHER NAME: Various

COMPANY NAMES: \*J&KH Software

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U5VA (Virginia)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: PStext-plus

**6/8/55 (Item 6 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01055571 Supplier Number: 40199683 (USE FORMAT 7 FOR FULLTEXT)

**DESKTOP DIRECT MAIL REVOLUTIONIZES DIRECT MAIL CAPABILITIES OF THE PC**

Oct 30, 1987

Word Count: 487

PUBLISHER NAME: Various

COMPANY NAMES: \*Desktop Direct Mail

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1USA (United States); 1U9CA (California)

PRODUCT NAMES: \*3573020 (Small Business Computer Systems)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TRADE NAMES: PostAge

**6/8/56 (Item 7 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01049313 Supplier Number: 40135885 (USE FORMAT 7 FOR FULLTEXT)

**APPLE COMPUTER EXPANDS DESKTOP COMMUNICATIONS OFFERINGS WITH FOUR PRODUCTS**

August 11, 1987

Word Count: 1046

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Apple Computer Inc.

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1U1MA (Massachusetts)

PRODUCT NAMES: \*3661257 (LAN/WAN Adapters); 7372600 (Computer Network & Communications Software); 3661271 (Data Modems)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 33421 (Telephone Apparatus Manufacturing); 51121 (Software Publishers); 334418 (Printed Circuit Assembly (Electronic Assembly Manufacturing))

TICKER SYMBOLS: AAPL

TRADE NAMES: AppleShare PC; Apple File Exchange; AppleFax Modem; EtherTalk Interface Card

**6/8/57 (Item 8 from file: 621)**

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01036991 Supplier Number: 40007134 (USE FORMAT 7 FOR FULLTEXT)

**Archetype announces "Archetype Designer IBM PC AT page-makeup software for professional designers, graphic artists, and typesetting firms**

March 28, 1987

Word Count: 1226

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: \*Archetype

EVENT NAMES: \*330 (Product information)

GEOGRAPHIC NAMES: \*1U1MA (Massachusetts)

PRODUCT NAMES: \*7372440 (Graphics Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Archetype Designer 1; Archetype Designer 2

**6/8/58 (Item 1 from file: 275)**

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01260944 SUPPLIER NUMBER: 07303653 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Compatible means versatile: using Tandy computers to improve K-12 education. (IBM PCs and compatibles special issue)**

Nov, 1988

WORD COUNT: 2538 LINE COUNT: 00213

SPECIAL FEATURES: illustration; chart

COMPANY NAMES: Tandy Corp.--Products; International Business Machines Corp.--Products

DESCRIPTORS: Educational Software; Education Administration Software; Computer-Assisted Instruction; Compatibility

SIC CODES: 8211 Elementary and secondary schools; 7372 Prepackaged



software  
TICKER SYMBOLS: IBM; TAN  
FILE SEGMENT: CD File 275

**6/8/59 (Item 2 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01258001 SUPPLIER NUMBER: 06787228 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ATT giving that old software a new life; liquidation enters new market.**  
**(ATT Liquidators)**  
Nov 7, 1988  
WORD COUNT: 805 LINE COUNT: 00063

COMPANY NAMES: ATT Liquidators--Services  
DESCRIPTORS: Liquidation; Software; Price Cutting; Market Analysis  
SIC CODES: 7379 Computer related services, not elsewhere classified  
FILE SEGMENT: CD File 275

**6/8/60 (Item 3 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01254443 SUPPLIER NUMBER: 06935649 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Mac on the farm.**  
Aug 16, 1988  
WORD COUNT: 1946 LINE COUNT: 00140

GEOGRAPHIC CODES: NNUSUTN  
GEOGRAPHIC NAMES: Tennessee  
DESCRIPTORS: Nonprofit Organization; Agriculture; Microcomputer;  
Applications; Organization Structure  
TRADE NAMES: Apple Macintosh (680X0-based system)--Usage  
FILE SEGMENT: CD File 275

**6/8/61 (Item 4 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01252621 SUPPLIER NUMBER: 06759355 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Having it both ways. (software integration) (column)**  
July, 1988  
WORD COUNT: 2171 LINE COUNT: 00171

SPECIAL FEATURES: illustration; chart  
DESCRIPTORS: Program Development Techniques; Management of EDP;  
Integrated Systems; Data Management; Data Processing; Data Flow Diagrams;  
New Technique  
SIC CODES: 7372 Prepackaged software; 7371 Computer programming  
services; 7374 Data processing and preparation  
FILE SEGMENT: CD File 275

**6/8/62 (Item 5 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01250244 SUPPLIER NUMBER: 06804435 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The help folder. (column)**  
Aug, 1988  
WORD COUNT: 4378 LINE COUNT: 00314

FILE SEGMENT: CD File 275

**6/8/63 (Item 6 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01249433 SUPPLIER NUMBER: 06744657 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Getting the fax. (fax boards for PCs) (overview to ten evaluations of facsimile add-in boards for PCs) (includes related article on alternatives to fax boards) (evaluation)

June 28, 1988

WORD COUNT: 2895 LINE COUNT: 00216

SPECIAL FEATURES: illustration; table; graph

COMPANY NAMES: American Data Technology Inc.--Products; Brooktrout Technology Inc.--Products; Complete PC Inc.--Products; Datacopy Corp.--Products; Dest Corp.--Products; GammaLink--Products; Microlink Industries Ltd.--Products; OAZ Communications Inc.--Products; Panasonic Industrial Co.--Products; Quadram Corp.--Products

DESCRIPTORS: Facsimile; Telecommunications; Evaluation; Boards/Cards; Add-In/On Devices

SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified

TRADE NAMES: Dest EZ-Fax (Circuit board)--evaluation; Brooktrout Technology Fax-Mail 96 (Facsimile computer board)--evaluation; GammaLink Synchronous Communications GammaFax 3.4A (Circuit board)--evaluation

OPERATING PLATFORM: MSDOS

FILE SEGMENT: CD File 275

6/8/64 (Item 7 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248851 SUPPLIER NUMBER: 07024631 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Software developers find new ways to handle database files.**

Oct 3, 1988

WORD COUNT: 703 LINE COUNT: 00056

DESCRIPTORS: File Activity; Database; DTP Software; Vendors; Filters

FILE SEGMENT: CD File 275

6/8/65 (Item 8 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01248818 SUPPLIER NUMBER: 07026963 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Database tagging utility speeds up the process of reformatting information. (product announcement)**

Oct 3, 1988

WORD COUNT: 294 LINE COUNT: 00024

COMPANY NAMES: Publishing Solutions--Product introduction

DESCRIPTORS: New Product; Database; Desktop Utility

SIC CODES: 7372 Prepackaged software

FILE SEGMENT: CD File 275

6/8/66 (Item 9 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01244211 SUPPLIER NUMBER: 06508499 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**A network primer: how they're used ... and how they could be used (part 3). (education) (technical)**

April, 1988

WORD COUNT: 2862 LINE COUNT: 00232

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Computer Curriculum Corp.--Products; Computer Networking Specialists Inc.--Products; Dolphin-Houghton-Mifflin--Products; Educational Systems Corp.--Products; Ideal Learning Inc.--Products; Plato-Wicat Systems Co.--Products; Prescription Learning Corp.--Products; Wastach Educational Systems--Products; Wicat Systems Inc.--Products

DESCRIPTORS: Curriculum; Integrated Systems; Education; Networks

SIC CODES: 7373 Computer integrated systems design

TICKER SYMBOLS: WCAT

FILE SEGMENT: CD File 275

6/8/67 (Item 10 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01240294 SUPPLIER NUMBER: 06278120 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Pair of powerful software tools keeps business true to form. (Business Publishing series from Graphics Development International) (evaluation)**

March 15, 1988

WORD COUNT: 785 LINE COUNT: 00061

SPECIAL FEATURES: illustration; table

COMPANY NAMES: Graphics Development International--Computer programs

DESCRIPTORS: Evaluation; Software Packages

SIC CODES: 7372 Prepackaged software

TRADE NAMES: FormEasy 2.3 (Computer program)--evaluation; FormScan 2.0 (Computer program)--evaluation

FILE SEGMENT: CD File 275

6/8/68 (Item 11 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01240282 SUPPLIER NUMBER: 06277598 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Versatile fax cards adjust to PC users' whims. (column)**

March 15, 1988

WORD COUNT: 795 LINE COUNT: 00056

DESCRIPTORS: Microcomputer; User Behavior; Facsimile; Communications

Equipment; DTP Software; Text Processing Software; Boards/Cards

SIC CODES: 3577 Computer peripheral equipment, not elsewhere classified

FILE SEGMENT: CD File 275

6/8/69 (Item 12 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01239390 SUPPLIER NUMBER: 06226924 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**WordStar 2000 Plus. (Software Review) (one of 55 word processing evaluations in 'Fast, Flexible, & Forward-looking') (evaluation)**

Feb 29, 1988

WORD COUNT: 1068 LINE COUNT: 00083

SPECIAL FEATURES: illustration; photograph; table

COMPANY NAMES: MicroPro International Corp.--Computer programs

DESCRIPTORS: Word Processing; Evaluation; Software Design; Functional Capabilities; Software Packages; DTP Software

SIC CODES: 7372 Prepackaged software

TICKER SYMBOLS: MRPO

TRADE NAMES: Wordstar 2000 Plus 3 (Word processing software)--evaluation

OPERATING PLATFORM: MSDOS

FILE SEGMENT: CD File 275

6/8/70 (Item 13 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01236912 SUPPLIER NUMBER: 06166660 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Letters. (letter to the editor)**

Jan, 1988

WORD COUNT: 3282 LINE COUNT: 00246

FILE SEGMENT: CD File 275

6/8/71 (Item 14 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01212589 SUPPLIER NUMBER: 04972911 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Choosing between integrated and dedicated software: multipurpose programs  
can streamline production. (buyers guide)**  
June 9, 1987  
WORD COUNT: 1860 LINE COUNT: 00155

SPECIAL FEATURES: illustration; table  
DESCRIPTORS: Integrated Software; Software Selection; Equipment  
Acquisition; Computer Software Industry; Market Analysis; Software Design  
; User Need; Comparison; Companies  
FILE SEGMENT: CD File 275

**6/8/72 (Item 15 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01211586 SUPPLIER NUMBER: 05225750 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The future of document processing rests firmly in the hands of the LAN.  
(local area network) (in The LAN Manager column) (in Section 2:  
Connectivity) (column)**  
Oct 6, 1987  
WORD COUNT: 883 LINE COUNT: 00077

DESCRIPTORS: LAN; Applications; Text Processing Software; Word Processing  
; Typesetting; Office Automation; Electronic Publishing  
SIC CODES: 7372 Prepackaged software  
FILE SEGMENT: CD File 275

**6/8/73 (Item 16 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210879 SUPPLIER NUMBER: 06087105 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**A well-prepared proposal can pave way for LAN even in tough times.  
(preparing a local area network proposal; Section 2: Connectivity)  
(column)**  
Nov 10, 1987  
WORD COUNT: 964 LINE COUNT: 00076

DESCRIPTORS: LAN; Companies; Equipment Acquisition; Proposal; Tutorial;  
Network Management; Management of EDP; Business Planning; Hardware  
Selection  
FILE SEGMENT: CD File 275

**6/8/74 (Item 17 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210589 SUPPLIER NUMBER: 05176635 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**ATs, compatibles hold their own in wake of PS-2. (desktop computers)  
(buyers guide)**  
Sept 15, 1987  
WORD COUNT: 2078 LINE COUNT: 00153

SPECIAL FEATURES: illustration; table  
DESCRIPTORS: Microcomputer; Compatible Hardware; Hardware Selection;  
Equipment Acquisition; Trends; Outlook; Industrialists; Comparison  
TRADE NAMES: IBM PC AT (Microcomputer)--Purchasing  
FILE SEGMENT: CD File 275

**6/8/75 (Item 18 from file: 275)**  
DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01210184 SUPPLIER NUMBER: 06004680 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Your word processor as publisher and secretary.**  
Aug, 1987  
WORD COUNT: 3153 LINE COUNT: 00248

SPECIAL FEATURES: illustration; photograph; table  
DESCRIPTORS: Computer Systems; Word Processing; DTP Software  
FILE SEGMENT: MI File 47

6/8/76 (Item 19 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01208062 SUPPLIER NUMBER: 06170040 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Software utility links database information to desktop publishing .**

Dec 8, 1987

WORD COUNT: 184 LINE COUNT: 00014

FILE SEGMENT: CD File 275

6/8/77 (Item 20 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01207804 SUPPLIER NUMBER: 06168456 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Communications products and more. (New Products)**

Sept, 1987

WORD COUNT: 2439 LINE COUNT: 00190

FILE SEGMENT: CD File 275

6/8/78 (Item 21 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01207527 SUPPLIER NUMBER: 06168580 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Software: Lotus-compatible products. (Listings) (column)**

Feb, 1987

WORD COUNT: 4192 LINE COUNT: 00351

FILE SEGMENT: CD File 275

6/8/79 (Item 22 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01158776 SUPPLIER NUMBER: 04232399

**Graham Software releases publishing program for IBM systems. (product announcement)**

May 5, 1986

COMPANY NAMES: Graham Software Co.--Product introduction

DESCRIPTORS: Computer Software Industry; Software; Software Packages; New Product; DTP Software

SIC CODES: 7372 Prepackaged software

TRADE NAMES: scLaserplus (computer program)--Product introduction

FILE SEGMENT: CD File 275

6/8/80 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0242831 BW081

**MICROSOFT 4: Microsoft Works for Windows: The leading integrated package now available for Windows**

September 16, 1991

Byline: Business Editors/Computer Writers

Word Count: 1459

6/8/81 (Item 2 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0213048 BW038

**VENTURA SOFTWARE: Ventura Software Inc. announces new marketing program for business partners**

February 12, 1991

Byline: Business Editors & Computer Writers  
Word Count: 542

6/8/82 (Item 3 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0202182 BW712

**FUJI PHOTO FILM USA: Most popular home computer application: survey says "word processing"**

November 14, 1990

Byline: Business Editors/Computers & Electronics Writers  
Word Count: 298

6/8/83 (Item 4 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0180840 BW665

**DEST 4: DEST upgrades and unbundles Recognize! for the PC, powerful omnifont OCR software**

June 19, 1990

Byline: Business Editors -- Computer Writers  
Word Count: 572

6/8/84 (Item 5 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0094766 BW610

**ASHTON TATE: Ashton-Tate's RapidFile and Avery Laser Printer Labels to be part of a co-promotional program**

June 21, 1988

Byline: Business & Computer Editors  
Word Count: 477

6/8/85 (Item 6 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0016485 BW221

**MICROPRO INTL: Developing its first desktop publishing product in cooperation with Island Graphics**

July 9, 1986

Byline: Business/Computer Editors

Word Count: 439

6/8/86 (Item 7 from file: 810)  
DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.  
0013036 BW177

**ASHTON TATE: Ships LAN family of products for MultiMate Advantage 3.60  
professional word processor**

May 27, 1986

Byline: Business Editors  
Word Count: 637

6/8/87 (Item 1 from file: 624)  
DIALOG(R)File 624:(c) 2002 McGraw-Hill Co. Inc. All rts. reserv.  
0326849

**BE A MEDIA MOGUL-- START A NEWSLETTER**

September 16, 1991

Word Count: 784 \*Full text available in Formats 5, 7 and 9\*

6/8/88 (Item 1 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02273038 Supplier Number: 44374264 (USE FORMAT 7 FOR FULLTEXT)  
**Review of - Mailing List Services On Your Home-Based PC 01/21/94**  
Jan 21, 1994

Word Count: 584

PUBLISHER NAME: Newsbytes News Network

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office  
Automation); TELC (Telecommunications)

6/8/89 (Item 2 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02225633 Supplier Number: 44237013 (USE FORMAT 7 FOR FULLTEXT)  
**Desktop Marketing Service Introduced by Marketing Firm.**  
Nov 15, 1993

Word Count: 75

PUBLISHER NAME: Phillips Business Information, Inc.

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)

6/8/90 (Item 3 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02119649 Supplier Number: 43941574 (USE FORMAT 7 FOR FULLTEXT)  
**Consulting, Financial, and Other Services**  
July, 1993

Word Count: 822

PUBLISHER NAME: U.S. Department of Commerce

INDUSTRY NAMES: BUSN (Any type of business); INTL (Business,  
International)

6/8/91 (Item 4 from file: 636)  
DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

02103771 Supplier Number: 43893193 (USE FORMAT 7 FOR FULLTEXT)  
**FREE GLOSSARY FROM OSTA**  
June 8, 1993

Word Count: 184  
PUBLISHER NAME: Phillips Business Information, Inc.  
INDUSTRY NAMES: BUSN (Any type of business); ENG (Engineering and Manufacturing)

**6/8/92 (Item 5 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01665468 Supplier Number: 42639740 (USE FORMAT 7 FOR FULLTEXT)  
**Business Resources**  
Jan, 1992  
Word Count: 726  
PUBLISHER NAME: Biomedical Market Newsletter, Inc.  
INDUSTRY NAMES: BIO (Biotechnology); BUSN (Any type of business)

**6/8/93 (Item 6 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01587208 Supplier Number: 42381839 (USE FORMAT 7 FOR FULLTEXT)  
**MICROSOFT WORKS FOR WINDOWS: NOW AVAILABLE FOR WINDOWS**  
Sept 23, 1991  
Word Count: 1297  
PUBLISHER NAME: EDGE Publishing  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**6/8/94 (Item 7 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01345819 Supplier Number: 41615553 (USE FORMAT 7 FOR FULLTEXT)  
**VENTURA UNDER ATTACK BY ADD-IN MAKERS**  
Oct 16, 1990  
Word Count: 538  
PUBLISHER NAME: Newsbytes News Network  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**6/8/95 (Item 8 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01302113 Supplier Number: 41479787 (USE FORMAT 7 FOR FULLTEXT)  
**HONG KONG: UNIQUE SOLUTION OFFERED FOR JUNK FAX**  
August 3, 1990  
Word Count: 496  
PUBLISHER NAME: Newsbytes News Network  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

**6/8/96 (Item 9 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01195064 Supplier Number: 41123544 (USE FORMAT 7 FOR FULLTEXT)  
**Quanta Expands CD ROM Line With \$99 Product**  
Jan 19, 1990  
Word Count: 559  
PUBLISHER NAME: Cowles-SIMBA Information  
INDUSTRY NAMES: BUSN (Any type of business); LIB (Library and Information Science)

**6/8/97 (Item 10 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.



01153540 Supplier Number: 40964536 (USE FORMAT 7 FOR FULLTEXT)  
**PC CARD SCHEDULES MODEM OPERATION**  
Oct, 1989  
Word Count: 464  
PUBLISHER NAME: Worldwide Videotex  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

**6/8/98 (Item 11 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01121667 Supplier Number: 40851560 (USE FORMAT 7 FOR FULLTEXT)  
**COMMUNICATIONS CARD TURNS PERSONAL COMPUTERS INTO MESSAGING SYSTEMS**  
July, 1989  
Word Count: 612  
PUBLISHER NAME: Worldwide Videotex  
INDUSTRY NAMES: BUSN (Any type of business); INTL (Business, International); TELC (Telecommunications)

**6/8/99 (Item 12 from file: 636)**

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01057579 Supplier Number: 40593621 (USE FORMAT 7 FOR FULLTEXT)  
**THE FAX ARE OBVIOUS FOR ELECTRONIC PUBLISHING by Michael Conniff**  
Dec 1, 1988  
Word Count: 1462  
PUBLISHER NAME: LINK Resources Corporation  
INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

**6/8/100 (Item 1 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0231479 91-54517  
**Computer-Aided Marketing**  
PUBL DATE: 910729  
WORD COUNT: 905  
DATELINE: Austin, TX, US

CLASSIFICATION CODES: 8302 (Software and computer services); 2130 (Executives)  
DESCRIPTORS: Electronic publishing; Entrepreneurs; Software; Southwest  
NAMED PERSONS: Forbes, Don

**6/8/101 (Item 2 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0228940 91-51960  
**Anybody Looking for a Cheap Thrill?: Local Ad Exec Finds a Newsletter Niche With Bargain-Baseament Vacations.**  
PUBL DATE: 910716  
WORD COUNT: 1,090  
DATELINE: LA, US

CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)  
DESCRIPTORS: Publishing industry; Market strategy; Entrepreneurs; Southwest  
NAMED PERSONS: Irvin, Dale

**6/8/102 (Item 3 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0203591 91-25226  
**The Largest Companies Leasing Out Executive Office Suites in L.A. County:**

**Ranked by Gross Rentable Square Footage in the County**

PUBL DATE: 910318

WORD COUNT: 3

DATELINE: Los Angeles, CA, US

CLASSIFICATION CODES: 8360 (Real estate)

DESCRIPTORS: Real estate companies; Corporate rankings; Pacific

SPECIAL FEATURE: Table

**6/8/103 (Item 4 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0193941 91-15451

**Ventura Software Inc. Announces New Marketing Program for Business Partners**

PUBL DATE: 910212

WORD COUNT: 264

DATELINE: San Diego, CA, US

COMPANY NAMES: Ventura Software Inc, San Diego, CA, US, SIC:7372,

CLASSIFICATION CODES: 8302 (Software and computer services); 7000

(Marketing)

DESCRIPTORS: Software industry; Market strategy; Pacific

**6/8/104 (Item 5 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0190413 91-11662

**Largest Commercial Printers in the Valley: Ranked by Number of Full-Time Local Employees**

PUBL DATE: 910128

WORD COUNT: 2,901

DATELINE: AZ, US

CLASSIFICATION CODES: 8690 (Publishing industry); 6100 (Human resource planning)

DESCRIPTORS: Printing industry; Size of workforce; Corporate rankings; Mountain

SPECIAL FEATURE: Table

**6/8/105 (Item 6 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0182424 91-03594

**Food for Thought: Restaurants Keep in Touch With Diners Via Newsletter**

PUBL DATE: 901217

WORD COUNT: 457

DATELINE: West Bloomfield, MI, US

COMPANY NAMES: Lark, MI, US, SIC:5811,

CLASSIFICATION CODES: 8380 (Hotels & restaurants)

DESCRIPTORS: Restaurants; Newsletters; Customer services; North Central

NAMED PERSONS: Lark, Jim; Lark, Mary

**6/8/106 (Item 7 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0179556 91-00702

**Computer Support for Macintosh**

PUBL DATE: 901126

WORD COUNT: 216

DATELINE: Phoenix, AZ, US

COMPANY NAMES: Computer Support Professionals, Phoenix, AZ, US, SIC:7371,

CLASSIFICATION CODES: 8302 (Software and computer services); 2310

(Planning)

DESCRIPTORS: Computer service industry; Corporate profiles; Mountain  
NAMED PERSONS: Peterson, Greg; Peterson, Michelle

**6/8/107 (Item 8 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0163527 90-46719

**Home-Based Businesses Soar in Popularity**

PUBL DATE: 900903

WORD COUNT: 503

DATELINE: CA, US

CLASSIFICATION CODES: 5100 (Facilities management)

DESCRIPTORS: Office management; Cottage industries; Entrepreneurs; Work at  
home; Industry profiles; Pacific

SPECIAL FEATURE: Photo

**6/8/108 (Item 9 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0159466 90-42632

**Largest San Antonio Commercial Printing Companies: Ranked by 1989 Gross  
Revenues**

PUBL DATE: 900817

WORD COUNT: 6,149

DATELINE: San Antonio, TX, US

CLASSIFICATION CODES: 8690 (Publishing industry); 3100 (Capital & debt  
management)

DESCRIPTORS: Printing industry; Corporate rankings; Revenue; Southwest

SPECIAL FEATURE: Table

**6/8/109 (Item 10 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0147134 90-30169

**DEST Upgrades and Unbundles Recognize! for the PC, Powerful Omnifont OCR  
Software**

PUBL DATE: 900619

WORD COUNT: 545

DATELINE: San Jose, CA, US

COMPANY NAMES: Dest Corp, Milpitas, CA, US, DUNS:05-161-3321, SIC:3674,

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software  
& systems); 7500 (Product planning & development)

DESCRIPTORS: Software houses; Product development; Software packages; OCR;  
Scanning; Pacific

**6/8/110 (Item 11 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0141114 90-24105

**First Classified Tracks Market for Used Business Equipment**

PUBL DATE: 900416

WORD COUNT: 411

DATELINE: Cleveland, OH, US

CLASSIFICATION CODES: 8690 (Publishing industry); 2130 (Executives); 7200  
(Advertising)

DESCRIPTORS: Publishing industry; Entrepreneurs; Magazines; Classified  
advertising; Equipment; North Central

NAMED PERSONS: Beggs, Barry J.

**6/8/111 (Item 12 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0115938 89-39909

**High-Tech Tactics**

PUBL DATE: 891100

WORD COUNT: 1,587

DATELINE: Pittsburgh, PA, US

COMPANY NAMES: Mellon Bank, Pittsburgh, PA, US, DUNS:00-791-6018, SIC:6025,

Westinghouse Electric Corp, Pittsburgh, PA, US,

DUNS:00-134-3953, SIC:3662;3613, Ticker:WX

Deloitte Haskins & Sells, New York, NY, US, DUNS:00-166-4820

, SIC:8930,

Business to Business Office Systems, Pittsburgh, PA, US,

SIC:8744,

CLASSIFICATION CODES: 5250 (Telecommunications systems)

DESCRIPTORS: Office automation; Information management; Office equipment;

Communications systems; High technology; Middle Atlantic

SPECIAL FEATURE: Chart

**6/8/112 (Item 13 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0114520 89-38479

**Quake Could Spur Sales for Survivalist Catalog**

PUBL DATE: 891030

WORD COUNT: 924

DATELINE: Placerville, CA, US

COMPANY NAMES: Survival Supply Co, Placerville, CA, US, SIC:5961,

CLASSIFICATION CODES: 8390 (Retailing industry)

DESCRIPTORS: Retailing; Natural disasters; Catalogs; Mail order; Product

lines; Corporate profiles; Pacific

NAMED PERSONS: Silva, Bob

SPECIAL FEATURE: Photo

**6/8/113 (Item 14 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0099994 89-23847

**An Industry Comes of Age: High Technology Has Left Its Print on Gutenberg's Invention**

PUBL DATE: 890626

WORD COUNT: 1,692

DATELINE: Denver, CO, US

CLASSIFICATION CODES: 8690 (Publishing industry); 5310 (Production planning & control); 5240 (Software & systems)

DESCRIPTORS: Printing industry; Production processes; Industrial equipment;

Computers; Electronic publishing; Mountain

SPECIAL FEATURE: Photo

**6/8/114 (Item 15 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0090279 89-14023

**Retailers Eye Potential Sales: Number of Software Stores Grow With Market**

PUBL DATE: 890403

WORD COUNT: 860

DATELINE: Indianapolis, IN, US

COMPANY NAMES: Egghead Software, Bothell, WA, US, SIC:5734,

Software Galleria, Indianapolis, IN, US, SIC:5734,

B Dalton Co, Minneapolis, MN, US, DUNS:02-288-7079, SIC:5942

Walden Book Co Inc, Stamford, CT, US, SIC:5942;5199,  
CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)  
DESCRIPTORS: Computer stores; Software; Market entry; Competition; Market  
demand; North Central  
NAMED PERSONS: Reed, Martin; Stocklin, Rex  
SPECIAL FEATURE: Photo

**6/8/115 (Item 16 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0089321 89-13043

**Local Company Finds Niche Publishing Trade Magazines**

PUBL DATE: 890320

WORD COUNT: 1,184

DATELINE: Latham, NY, US

COMPANY NAMES: National Trade Publications Inc, Latham, NY, US, SIC:2721,  
CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)  
DESCRIPTORS: Publishing industry; Trade publications; Target markets;  
Corporate growth; Corporate profiles; Middle Atlantic  
NAMED PERSONS: Tyler, Humphrey  
SPECIAL FEATURE: Photo

**6/8/116 (Item 17 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0073949 88-32197

**Glut of Newsletters Compete for Same Circulation Base**

PUBL DATE: 881024

WORD COUNT: 1,391

DATELINE: Washington, DC, US

COMPANY NAMES: Pasha Publications, Arlington, VA, US, SIC:2721,  
CLASSIFICATION CODES: 8390 (Retailing industry); 7000 (Marketing)  
DESCRIPTORS: Publishing industry; Market saturation; Competition; Market  
segments; Trade publications; South Atlantic  
NAMED PERSONS: Sedgwick, Tod  
SPECIAL FEATURE: Photo

**6/8/117 (Item 18 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0071609 88-29845

**Businesswoman Finds Niche in Quality Newsletter Production**

PUBL DATE: 880926

WORD COUNT: 903

DATELINE: US

COMPANY NAMES: Canton Graphics & Publishing, Huntington Beach, CA, US,  
SIC:2745,  
CLASSIFICATION CODES: 8690 (Publishing industry); 2130 (Executives)  
DESCRIPTORS: Publishing industry; Corporate presidents; Career histories;  
Associations; Women; Entrepreneurs; Pacific  
NAMED PERSONS: Caton, Sandra  
SPECIAL FEATURE: Photo

**6/8/118 (Item 19 from file: 635)**

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0063380 88-21546

**Ashton-Tate's RapidFile and Deluxe Business Forms to Be Part of a  
Co-Promotion Program**

PUBL DATE: 880803  
WORD COUNT: 334  
DATELINE: Torrance, CA, US

COMPANY NAMES: Ashton-Tate, Culver City, CA, US, DUNS:03-438-7464,  
SIC:5099;7372, Ticker:TATE  
CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software  
& systems); 7000 (Marketing)  
DESCRIPTORS: Joint ventures; Software industry; Software packages; Data  
base management systems; Market strategy; Pacific  
NAMED PERSONS: Arrigo, Mike

6/8/119 (Item 20 from file: 635)  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0053031 88-10546  
**Third Publishing Go Could Be Rich for Chanecka**  
PUBL DATE: 880404  
WORD COUNT: 1,416  
DATELINE: Sacramento, CA, US

COMPANY NAMES: Senior Spectrum Inc, Sacramento, CA, US, SIC:Ticker:2711  
CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)  
DESCRIPTORS: Publishing industry; Newspapers; Target markets; Older people;  
Pacific  
NAMED PERSONS: Hemig, Ron; Chanecka, Steve; Bloom, Don  
SPECIAL FEATURE: Photo

6/8/120 (Item 21 from file: 635)  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0050357 88-07868  
**The Silent Salesmen**  
PUBL DATE: 880200  
WORD COUNT: 3,168  
DATELINE: Vancouver, BRC, Canada  
CLASSIFICATION CODES: 7000 (Marketing)  
DESCRIPTORS: Publications; Sales promotions; Market strategy  
SPECIAL FEATURE: Logo

6/8/121 (Item 22 from file: 635)  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0047939 88-05428  
**Publisher Roves the West With Eye Out for the Odd**  
PUBL DATE: 880201  
WORD COUNT: 1,176  
DATELINE: Sacramento, CA, US  
CLASSIFICATION CODES: 8690 (Publishing industry); 7000 (Marketing)  
DESCRIPTORS: Newspapers; Startups; Tourism; Entrepreneurs; Market strategy;  
Pacific  
NAMED PERSONS: Woodbury, Chuck  
SPECIAL FEATURE: Photo

6/8/122 (Item 23 from file: 635)  
DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0044916 88-02389  
**Learning Exchange Offers Alternatives to Students**  
PUBL DATE: 871214  
WORD COUNT: 750  
DATELINE: Hartford, CT, US

COMPANY NAMES: Learning Exchange Inc, Hartford, CT, US, SIC:Ticker:8299

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified)  
DESCRIPTORS: Nonprofit organizations; Adult education; Curricula; New  
England  
NAMED PERSONS: Maurer, Carol  
SPECIAL FEATURE: Photo

6/8/123 (Item 24 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0040826 87-19539

**That's No Baby Blimp. That's Image**

PUBL DATE: 871019

WORD COUNT: 922

DATELINE: Oakland, CA, US

COMPANY NAMES: Ad-Mart, Dallas, TX, US, SIC:Ticker:7319

CLASSIFICATION CODES: 8300 (Service industries not elsewhere classified);  
7300 (Sales & selling)

DESCRIPTORS: Service industries; Advertising media; Executives; Pacific;  
Market penetration; Personal selling

NAMED PERSONS: Rollerson, Bob

SPECIAL FEATURE: Photo

6/8/124 (Item 25 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0026977 87-05663

**Newsletters Moving to Desk-O-Tech**

PUBL DATE: 870302

WORD COUNT: 1,161

DATELINE: Louisville, KY, US

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software  
& systems)

DESCRIPTORS: Publications; Electronic publishing; Software packages; Word  
processing; South Central

NAMED PERSONS: Griffin, Ken; Hamilton, Deni

SPECIAL FEATURE: Photo

6/8/125 (Item 1 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01061310 Supplier Number: 40846263

**Purchasers of software packages**

July, 1989

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: \*American List Counsel Inc.

EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7331200 (Mailing List Services); 5961000 (Mail  
Order Houses); 7372400 (Applications Software)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)

NAICS CODES: 54186 (Direct Mail Advertising); 45411 (Electronic Shopping  
and Mail-Order Houses); 51121 (Software Publishers)

SPECIAL FEATURES: LOB; COMPANY

ADVERTISING AGENCY: American List Counsel

ADVERTISING CODES: 46 New Agency Services; 24 Direct Marketing

6/8/126 (Item 2 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01057901 Supplier Number: 40810605

**National Association of Desktop Publishers**

June, 1989

PUBLISHER NAME: Hoke Communications, Inc.  
COMPANY NAMES: \*WMI/Worldata  
EVENT NAMES: \*360 (Services information)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List** Services)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 54186 (Direct Mail Advertising)  
SPECIAL FEATURES: COMPANY  
ADVERTISING AGENCY: WMI/Worldata  
ADVERTISING CODES: 46 New Agency Services; 81 Demographics; 24 Direct  
Marketing

6/8/127 (Item 3 from file: 570)  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01057838 Supplier Number: 40809918  
**Software-program buyers**  
June, 1989  
PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
COMPANY NAMES: \*Rubin Response Management Svcs  
EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List** Services); 7372400  
(Applications Software)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business); RETL (Retailing)  
NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers  
)  
TRADE NAMES: Macintosh  
SPECIAL FEATURES: COMPANY  
ADVERTISING AGENCY: Rubin Response Management Services  
ADVERTISING CODES: 46 New Agency Services; 81 Demographics

6/8/128 (Item 4 from file: 570)  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01056588 Supplier Number: 40796998  
**Personal computer software program purchasers**  
May 20, 1989  
PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.  
COMPANY NAMES: \*Rubin Response Management Svcs  
EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: 7331200 (**Mailing List** Services); 7372400  
(Applications Software)  
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN  
(Any type of business)  
NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers  
)  
SPECIAL FEATURES: COMPANY  
ADVERTISING AGENCY: Rubin Response Management Services  
ADVERTISING CODES: 46 New Agency Services; 81 Demographics

6/8/129 (Item 5 from file: 570)  
DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01052647 Supplier Number: 40755032  
**ITC Desktop Magazine Debuts With 500,000-Piece Sub Mailing**  
April 15, 1989  
PUBLISHER NAME: Mill Hollow Corp.  
COMPANY NAMES: \*International Typeface Corp.  
EVENT NAMES: \*330 (Product information); 240 (Marketing procedures)  
GEOGRAPHIC NAMES: \*1USA (United States)  
PRODUCT NAMES: \*2721310 (Business & Trade Publications)



INDUSTRY NAMES: BUSN (Any type of business); CNST (Construction and Materials)  
NAICS CODES: 51112 (Periodical Publishers)  
SPECIAL FEATURES: illustration; photograph  
SPECIAL FEATURES: COMPANY  
ADVERTISING CODES: 66 New Media; 52 Advertising Activity; 24 Direct Marketing

**6/8/130 (Item 6 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01036127 Supplier Number: 40589640

**The Catalog Age report**

Dec, 1988

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: \*5961000 (Mail Order Houses)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 45411 (Electronic Shopping and Mail-Order Houses)

SPECIAL FEATURES: LOB

ADVERTISING CODES: 85 Industry Market Data; 34 Research Findings

**6/8/131 (Item 7 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01033570 Supplier Number: 40525206

**People interested in desktop publishing**

Oct, 1988

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: **Desktop Publishing**

EVENT NAMES: \*240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7331200 (**Mailing List** Services); 2721520 (Special Interest Periodicals)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 54186 (Direct Mail Advertising); 51112 (Periodical Publishers)

SPECIAL FEATURES: COMPANY

ADVERTISING CODES: 46 New Agency Services; 81 Demographics

**6/8/132 (Item 8 from file: 570)**

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01017307 Supplier Number: 40040764

**Desktop publishers**

May, 1987

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

EVENT NAMES: \*360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: \*1USA (United States)

PRODUCT NAMES: 7331200 (**Mailing List** Services); 3573120 (Microcomputers)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); RETL (Retailing)

NAICS CODES: 54186 (Direct Mail Advertising); 334111 (Electronic Computer Manufacturing)

ADVERTISING CODES: 55 Company Planning/Goals

**6/8/133 (Item 1 from file: 492)**

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05830256

COMPUTER SUPPORT FOR MACINTOSH  
MONDAY November 26, 1990  
Word Count: 461

DESCRIPTORS: BUSINESS; PROFILE

6/8/134 (Item 2 from file: 492)  
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05822200  
**SMALLER IS BETTER, SOFTWARE PRODUCERS FINDING**  
SUNDAY November 18, 1990  
Word Count: 934

DESCRIPTORS: TECHNOLOGY

6/8/135 (Item 3 from file: 492)  
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05787128  
**SOFTWARE SALES BOOMING DESPITE SLUGGISH ECONOMY**  
SUNDAY October 14, 1990  
Word Count: 854

DESCRIPTORS: COMMENTARY; TECHNOLOGY; ENTERTAINMENT

6/8/136 (Item 1 from file: 494)  
DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05564823  
**STARTING OUT: AGENCY TRAINS DISABLED FOR JOBS**  
MONDAY October 8, 1990  
Word Count: 1,176

6/8/137 (Item 2 from file: 494)  
DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05543125  
**TRADITIONAL SHOP HELPED BY MAIL ORDERS**  
MONDAY July 2, 1990  
Word Count: 757

6/8/138 (Item 3 from file: 494)  
DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05068332  
**MICROSOFT WORD 5.0 ALSO A 'DOCUMENT PROCESSOR'**  
MONDAY October 16, 1989  
Word Count: 1,122

6/8/139 (Item 4 from file: 494)  
DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

05025150  
**SOPHISTICATED NEW RETRIEVAL SYSTEM FOR PCS UNVEILED**  
MONDAY April 17, 1989  
Word Count: 1,192

6/8/140 (Item 5 from file: 494)  
DIALOG(R)File 494:(c) 2002 St Louis Post-Dispatch. All rts. reserv.

04537721

**WHITE HOUSE ECONOMIC BULLETIN**

SUNDAY June 12, 1988

Word Count: 162

**6/8/141 (Item 1 from file: 498)**

DIALOG(R)File 498:(c) 2002 Detroit Free Press Inc. All rts. reserv.

05041543

**EATERIES COOK UP A NEW WAY TO KEEP CUSTOMERS**

SUNDAY October 22, 1989

Word Count: 613

DESCRIPTORS: restaurant; review

**6/8/142 (Item 1 from file: 638)**

DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

06050162

**COMPUTERS MAC DATABASE: MACROS RIGHT ON THE BUTTON**

Tuesday February 19, 1991

Word Count: 576

DESCRIPTORS: COMPUTER; PROGRAM

**6/8/143 (Item 2 from file: 638)**

DIALOG(R)File 638:(c) 2002 Newsday Inc. All rts. reserv.

05646130

**COMPUTERS SECRETARY PROSPECTS**

Tuesday May 22, 1990

Word Count: 577

DESCRIPTORS: COMPUTER

**6/8/144 (Item 1 from file: 640)**

DIALOG(R)File 640:(c) 2002 Chronicle Publ. Co. All rts. reserv.

05104330

**MORE CATALOGS BEING USED AS ADVERTISING VEHICLES**

MONDAY November 27, 1989

Word Count: 920

DESCRIPTORS: BUSINESS; ADVERTISING; MARKETING; RETAIL; SHOPPING; US

**6/8/145 (Item 1 from file: 641)**

DIALOG(R)File 641:(c) 2002 Scripps Howard News. All rts. reserv.

07357057

**NEWSLETTER CAN BE POWERFUL MARKETING TOOL FOR PRODUCTS, SERVICES**

WEDNESDAY DECEMBER 22, 1993

Word Count: 622

**6/8/146 (Item 1 from file: 703)**

DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

06540652

**COMPUTERS AT WORK AND HOME**

FRIDAY THROUGH SUNDAY December 4, 1992

Word Count: 48

DESCRIPTORS: COMPUTER; TREND; STATISTICS

6/8/147 (Item 2 from file: 703)  
DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

06514967  
**NEWSLETTERS REGAIN READERS**  
MONDAY May 04, 1992  
Word Count: 1,104

DESCRIPTORS: MUTUAL FUND; TREND; INVESTMENT

6/8/148 (Item 3 from file: 703)  
DIALOG(R)File 703:(c) 2002 USA Today. All rts. reserv.

05566737  
**SELF-PUBLISHING FOR IMMORTALITY HOW TO GET STARTED**  
THURSDAY November 29, 1990  
Word Count: 1,100

DESCRIPTORS: BOOK; AUTHOR; EMPLOYMENT

6/8/149 (Item 1 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

06536253  
**COMFORT WITH THE COMPUTER**  
WEDNESDAY, February 5, 1992  
Word Count: 1,151

DESCRIPTORS: SPECIAL SECTION; SPECIAL ADVERTISING

6/8/150 (Item 2 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05518026  
**APPLE GIVES COMPUTERS**  
THURSDAY January 18, 1990  
Word Count: 156

6/8/151 (Item 3 from file: 704)  
DIALOG(R)File 704:(c) 2002 The Oregonian. All rts. reserv.

05241044  
**MAC, SON OF MAC, GRANDSON OF . . . DO SOFTWARE SEQUELS HAVE FAMILIAL RING?**  
TUESDAY August 29, 1989  
Word Count: 717

6/8/152 (Item 1 from file: 713)  
DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

07260603  
**COMMUNITY: THE ATLANTA PROJECT CLUSTERS 'OUTSIDER' FINDS A NICHE IN HELPING NEWCOMERS**  
Thursday September 16, 1993  
Word Count: 732

6/8/153 (Item 2 from file: 713)  
DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06583138  
**MANY FACE CATCH 22 IN PAYING FOR TRAINING**

Monday March 23, 1992  
Word Count: 725

DESCRIPTORS: BUSINESS; WOMEN; EMPLOYMENT; EDUCATION

**6/8/154 (Item 3 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

06281102

**THE PERSONAL COMPUTER A LOOK AT 3 PUBLISHING PROGRAMS - ALL WITH MERIT**

Monday October 7, 1991

Word Count: 675

DESCRIPTORS: COMPUTERS; PUBLICATIONS; AID; EQUIPMENT

**6/8/155 (Item 4 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05817053

**ON YOUR OWN AN OCCASIONAL SERIES ON STARTING A SMALL BUSINESS NEWSLETTERS:**

**BUSINESS HAS BOOMED, BUT THE COMPETITION IS NOW STIFFENING**

MONDAY November 12, 1990

Word Count: 1,133

DESCRIPTORS: PUBLICATIONS; BUSINESS; PERSONAL; SERIES; ATLANTA JOURNAL  
CONSTITUTION

**6/8/156 (Item 5 from file: 713)**

DIALOG(R)File 713:(c) 2002 Atlanta Newspapers. All rts. reserv.

05529173

**PERSONAL COMPUTER FOR MANY, SPEED MAY NOT KILL - BUT CAN BANKRUPT**

MONDAY January 29, 1990

Word Count: 881

DESCRIPTORS: COMPUTERS; DESIGN

**6/8/157 (Item 1 from file: 714)**

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07186048

**APPLE UNVEILS NEW MACINTOSH FOR SCHOOLS**

Monday July 5, 1993

Word Count: 484

**6/8/158 (Item 2 from file: 714)**

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

07048230

**LIFE IN GLEN BURNIE TURNS LIKE SOAP OPERA ON PAPER**

Wednesday, February 17, 1993

Word Count: 701

**6/8/159 (Item 3 from file: 714)**

DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06716067

**MAILING-LABEL SOFTWARE ADDRESSES COMMON PROBLEM PROGRAMS OFFER EASY,  
PROFESSIONAL-LOOKING WAY TO PRINT ENVELOPES**

Monday, August 3, 1992

Word Count: 838

6/8/160 (Item 4 from file: 714)  
DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

06049049  
**COMPETITION YIELDS SOFTWARE BARGAINS**  
Monday, February 18, 1991  
Word Count: 951

6/8/161 (Item 5 from file: 714)  
DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754153  
**NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A  
COMPANY KNOWS ITS STUFF**  
Monday, September 10, 1990  
Word Count: 1,340

6/8/162 (Item 6 from file: 714)  
DIALOG(R)File 714:(c) 2002 Baltimore Sun. All rts. reserv.

05754132  
**DESKTOP DIVING DIVERS DEN FINDS NEWSLETTERS PAY OFF**  
Monday, September 10, 1990  
Word Count: 516

6/8/163 (Item 1 from file: 735)  
DIALOG(R)File 735:(c) 2000 St. Petersburg Times. All rts. reserv.

05522721  
**TYPING PROGRAM GETS A HIGH MARK**  
SUNDAY April 8, 1990  
Word Count: 625

DESCRIPTORS: TECHNOLOGY; COST

6/8/164 (Item 1 from file: 710)  
DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

07465609  
**Windows to a database future; Infotech**  
Friday, April 16, 1993  
Word Count: 1,160

6/8/165 (Item 1 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00330732 93WN11-014  
**Windows: the last word in newsletters**  
19931101  
Descriptors: Newsletters; Newspapers; Desktop Publishing ; Window  
Software; Fonts; Writing; Typeface

6/8/166 (Item 2 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00239445 91PU04-115  
**Not just whistling Dixie -- Case study #15: Travel South USA**  
19910401  
Descriptors: Case Study; Travel; Computers and Society; Office  
Automation; Desktop Publishing  
Identifiers: Travel South USA

6/8/167 (Item 3 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00190497 89HC04-001

Sell yourself - with a newsletter! Using common desktop publishing tools, small businesses and individuals promote themselves to targeted audiences

19890401

Descriptors: Desktop Publishing ; Newsletters; Publishing

6/8/168 (Item 4 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00161123 88BR01-070

Essential Guide to the Library IBM PC, Vol. 5: Buying and Installing Generic Software For Library Use

19880100

Descriptors: SOFTWARE EVALUATION; LIBRARY; IBM PC; BOOK REVIEW

Identifiers: ESSENTIAL GUIDE TO THE LIBRARY IBM PC, Vol. 5: Buying and Installing Generic Software For Library Use; Meckler

6/8/169 (Item 5 from file: 233)  
DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00153843 87PU10-009

The newsletter: How to start your own publishing empire

19871000

Descriptors: NEWSLETTERS; DESKTOP PUBLISHING ; DIRECTORIES